

# A GUIDE TO GETTING MEDIA COVERAGE

Fundraising for Guy's and St Thomas' Charity is a worthwhile undertaking and something you should be proud to shout about. Your local media are a good way of helping to inform people about what you are doing to support us. They are more likely to be interested in covering your activity or event if it's something really exciting, you've got a celebrity involved or if there's a really moving reason why you're supporting the Charity.

Getting local press coverage will help you to fundraise and also helps to raise the profile of the Charity's work.

If you're planning on contacting the media please let us know so that we can help you write a press release or organise a photo call.

We can also provide you with branded items to help show where your money will go.

We can also decide whether its worth us booking a professional photographer to capture your fundraising activity if we think it might make a good story for the Charity's website, annual report or information leaflets.

## PRESS RELEASE

We have put together a 'Notes to Editors' template (at the end of this document) which you can use when drafting a press release about your fundraising activity. Please do send us a copy of the press release before you send it out so that we know that we may be contacted for further information. We can also let you know if there's any new information about the Trust or the Charity that you should include. You should post, fax or email your press release to the news editor at your:

- ~ Local daily, weekly or free newspapers
- ~ Local listing magazines and trade magazines
- ~ Local independent radio, BBC local radio
- ~ Local independent, cable and BBC television

We can advise you of their contact details if you are not able to find these yourself.

You could also see if your local church, village or school has a newsletter that might print details of your activity or event.

## DIRECT CONTACT

Once you've distributed your press release you should follow it up with a phone call to ensure it has arrived safely. Here are a few tips before you pick up the phone:

- ~ Ask to be put through to the News desk
- ~ Have a summary of what you want to say in front of you
- ~ Tell the journalist what you are doing and let them ask questions
- ~ Speak slowly and clearly

~ Be ready to post or fax through any background information or indeed, the press release again

When talking about the Charity, please refer to the details in the template press release so that what you say about us is factually correct.

Please let us know if you decide to call your local media.

## **RADIO OR TV INTERVIEWS**

Being on the radio is exciting and a great way to plug your fundraising effort. Before agreeing to the interview you should consider the following points:

- ~ Ask them what questions they are going to ask so that you can prepare some answers
- ~ Have three to four main points to get across, such as: what you are doing and why, how much you want to raise and how people can help
- ~ Always try to mention the full name of the charity: Guy's and St Thomas' Charity
- ~ Give out the Charity's website address for further information: [www.gsttcharity.org.uk](http://www.gsttcharity.org.uk)

Let the Charity know if you've agreed to do a media interview so that we can monitor coverage and make sure you are properly briefed. We can also help if you need someone from the Trust to come and speak about how the funds will help.

## **'NOTES TO EDITORS' TEMPLATE**

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### **Notes to News Editors:**

1. Guy's and St Thomas' Charity is the largest NHS-related Charity in the UK. It provides funding to support health services at Guy's and St Thomas' NHS Foundation Trust, Lambeth and Southwark Primary Care Trusts and South London and Maudsley NHS Trust. It also awards grants to enable research in institutions linked with the beneficiary Trusts. For more information contact Kate Dawson, Head of Communications on Tel: 020 7 188 1218 or out of hours mobile: 0772 2119 1570 or email: [kate.dawson@gsttcharity.org.uk](mailto:kate.dawson@gsttcharity.org.uk). You can also visit the Charity's website at [www.gsttcharity.org.uk](http://www.gsttcharity.org.uk)

2. Guy's and St Thomas' NHS Foundation Trust provides  $\frac{3}{4}$  million patient contacts in acute and specialist hospital services every year. As one of the biggest NHS Trusts in the UK, it employs over 8,500 staff. The Trust also works in partnership with the Schools of Medicine, Dentistry, Nursing and Biomedical Sciences of King's College London and other Higher Education Institutes to deliver high quality education and research. Contact: the Communications team on

Tel: (020) 7188 5577 or e-mail: [communications@gstt.nhs.uk](mailto:communications@gstt.nhs.uk). Out of hours, please call the hospital switchboard on Tel: (020) 7188 7188 and ask for the site nurse practitioner. Website: [www.guysandstthomas.nhs.uk](http://www.guysandstthomas.nhs.uk)