

Marketing – Media Outlets

There is a wide variety of media outlets, each reaching different sectors of the public. Before deciding on a press campaign, you should first identify those that will most easily help you to reach your target audience. This includes considering the political persuasions of readers, listeners or viewers. For example, you would expect less sympathy for a project that tackled drug addiction from the *Daily Mail* than from the *Independent*.

National newspapers

Can give you national exposure but highly selective when it comes to local initiatives.

Most of the stories are of nationwide significance but there are often opportunities for articles of regional importance, or quirky human interest stories – particularly in the ‘silly season’ when news is slow.

The first step is to identify the readership you want to reach e.g. *The Guardian* is strong on social and environmental issues.

Also check out which papers have regular sections or columns e.g. *The Guardian* has a broadsheet main paper with a tabloid section each day of the week covering education, science and information technology, and society etc. Journalists will also specialise in particular areas eg religious affairs, business. Address your press releases to the relevant writer/editor – the paper’s website could help you with this.

Some national publications have northern offices e.g. *The Guardian*, *The Daily Telegraph*. Don’t forget ethnic media e.g. *Asian Eye*, which usually report on mainstream issues.

Regional and local newspapers

These are read regularly by 83% of all adults in the UK. In some parts of the country, particularly in rural areas, weeklies have a long shelf life and are passed around the family over several days.

Again note if the paper has pull-out sections on particular days e.g. Bradford’s *Telegraph & Argus* has a weekly business section. Also notice if any reporters have a particular brief or seem especially interested in a topic. There may be specialist columns for women, children and young people, the arts, farmers, property etc. Rather than compete for limited news space in the main paper, approach these columnists, who may well be desperate for something new.

Try to build up a relationship with sympathetic journalists – if you are pleased with coverage you have received, let them know. If they have shown an interest in your project, make them aware of future activities.

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Check out any free sheets – sometimes these just contain regurgitated news items from a sister paid-for paper but others are put together by skeleton staff with limited resources.

They are often very grateful for any stories you can offer although they may not be as widely read as paid-fors. Lists of UK newspapers are on website: www.wrx.zen.co.uk

Magazines

Your story may interest one or more types of specialist magazine. Don't just think in terms of those on sale in the newsagents – there are many, many more including trade journals, company newspapers, voluntary sector and hobby magazines. You may be able to find these on the internet or your local library may have a copy of *Willings Press Guide*. For details of many popular consumer magazines, see Website: www.magazine-group.co.uk/azlist.php or view the products page on Website: www.emap.com

Radio

In addition to national and local radio stations, there is also community and hospital broadcasting. Sometimes temporary licences are granted for broadcasting over a particular period e.g. Ramadan or a regular city festival. Check out schedules for special interest programmes or broadcasts in minority languages.

Online

The internet is increasingly important as a source of news. Online radio is another possibility e.g. Drystone Radio is based at Cowling and covers the surrounding area.

Newsletters

Newsletter editors are often desperate for copy. Check out whether your local authority, CVS, university/college or place of worship produces a newsletter. Email newsletters can reach a lot of people quickly but are only available to those with IT access and may be treated as spam.

News and picture agencies

There may be news or picture agencies operating in your area, earning a living by selling articles and photographs to the press. This includes freelance journalists/ photographers. For example, Guzelian Photography based in Shipley covers the north of England and Yorkshire in particular, supplying national broadsheets like *The Independent* and *The Guardian*, as well as many regional papers and publications.

(This information was prepared by Lynn Leadbeatter from bfunded, based at Keighley Voluntary Services, and is reproduced with permission.)