

# TIPS FOR GAINING MEDIA EXPOSURE

Local media is a beneficial way for those associated with Hands Across the Water to let others know about the organisation and the work it achieves. The following tips are useful to think about if you approach the media or the media approaches you in the lead up your bike ride.

## IMAGES

If you have participated in the bike ride previously, high-res images (around 2MB in JPEG format) of your experience will be required by print media to accompany the story. If you haven't participated in the bike ride before, take photos of your fundraising efforts or your training so you have something ready to email through. Make sure you include the full names of the people in the images and their details – for example: L to R – Hands volunteer John Smith, First National Cremorne Real Estate agent Debra Jones etc. Journalists' deadlines are often very tight and time is of the essence – if you have images and the photo details ready to go coverage will more than likely be guaranteed.

## PERSONAL DETAILS

If you approach a local media outlet yourself, they will require some personal information for their article and they may need to contact you for an interview. Make sure you include your full name, age, your work title (example teacher, HR manager, sales representative etc) and your contact details – email address, mobile number and landline number. Have all of this information ready to go in case it's needed quickly.

## MAKE SURE YOUR STORY IS RELEVANT FOR YOUR LOCAL NEWSPAPER/MEDIA OUTLET

When you approach a media outlet about your story, make sure you include information about where you're from and whether your local community was involved. Local media love community specific stories – whether the primary school or high school became involved, local businesses contributed, or an event was held involving the community. Your story has to be specific to the suburb/area in which you live.

## KEEP A DIARY

Experiences are often difficult to remember and the best way to capture the memories and thoughts is by keeping a daily diary. Try and keep a record of the most interesting things that happened on your journey, what you learnt, and how it made you feel. This will be incredibly beneficial to refer to if a journalist asks you any questions about the bike ride. If you haven't participated in a bike ride before, think about the journey it's taken to get to your first bike ride – ie the training undertaken or the fundraising.

## FUNDRAISING AND TRAINING

Try and keep a record of how you fundraised and trained before the bike ride. Journalists will want to know this information to include in their article – what did your training involve? Were there any issues or accidents along the way? How easy or difficult was it? Did you hold events to raise the \$10,000 before the bike ride? Was the local community involved in your fundraising efforts? How easy or difficult was it to raise the money? These are all questions to think about before an interview.

## WHY HANDS?

The first question you're probably going to be asked by a journalist is why you're doing the bike ride and why have you chosen Hands. This is one of the most important questions to think about as this is your chance to highlight what the organisation means to you. You need to remember that people may not have heard about Hands before or the work it has done or achieved, so it's up to you to make it known.

## MEDIA CENTRE

Please note there many other resources available on our website which the media will benefit from accessing, so please advise them of the URL below if they would like more information about what Hands is achieving in Thailand.

**[www.handsacrosstthewater.org.au](http://www.handsacrosstthewater.org.au)**

*Tips provided by Word Storm Public Relations*

