

# National Eye Health Week

## Guide to securing media coverage

Whether you have lots of experience dealing with the press or this is your first time here are some hints and tips for securing media coverage during National Eye Health Week.

### Preparing your release

1. Download a template press release from the vision matters website
2. Insert your own information where directed
3. Print your personalised press release onto your own headed paper.

### Contacting your local media

If you don't already have editorial contacts for your local press call the papers and broadcast media and ask for the name, telephone/fax number(s) and email for either the health writer or a news editor.

### Issuing your release

Fax or email your press release to the journalist.

For daily papers and radio stations you should do this two days prior to publication.

Twenty-four hours after issuing the press release call the journalist to:

- Check that they have received your release (if not offer to re-send it)
- Ask if it's something they plan to cover and offer to send further information

### Interview techniques

If the journalist would like to conduct a phone interview always use a land-line.

Remember to re-read your press release before the interview and follow these tips to ensure you make the most of the opportunity.

- Be short and concise
- Don't be too technical
- Be positive
- Illustrate your answers with examples
- If you don't know the answer to a question, promise to find out.

For radio interviews always ask for an outline of the interview in advance and remember to speak at a measured speed and moderate tone of voice.

### Photography

Before the photographer arrives think about where the photo might be taken and try to ensure that there is some branding present.

Dress as you normally would but remember to avoid loud patterns or checked prints.

### Further information

For advice about a specific media enquiry please email [info@visionmatters.org.uk](mailto:info@visionmatters.org.uk)



**NATIONAL EYE  
HEALTH WEEK**  
MONDAY 19 – SUNDAY 25 SEPTEMBER 2016  
**YOUR VISION MATTERS**