

Tips to get media to cover your R U OK? event

1. Preparing a media release

The first step is to prepare a media release that summarises the key points about your activity, and explains R U OK? We have prepared a draft media release template which you can adapt.

When inserting information into this template, make sure you include and consider the following:

- **Key information:** The first paragraph should include the 'who, what, when, where and why' of your activity.
- **Quotes:** Include a quote from a spokesperson, such as the head of your organisation or the main organiser of your activity.
- **Make it different:** As well as providing key information, your media release should show the journalist why your activity is unique and newsworthy.
- **Short, simple and clear:** Media releases should use clear language, rarely be more than one page, and usually have at most two sentences per paragraph.

2. Selecting media

Now that you have prepared a media release, think about the media publications and journalists who will be interested in your activity.

Some things to consider are:

- Do you have existing resources? Be sure to have news items in your own organisation's newsletters, website, intranet, and other channels of communication.
- Where is your activity taking place? Community activities are of most interest to local media, so make note of the publications that are distributed in the area where your activity is taking place.
- What type of activity is it? Journalists have briefs to cover particular areas, so do some research and find the names of journalists who cover community issues. You may also like to contact journalists who write stories about your particular sector, e.g. sports writers, education writers, etc.

3. Contacting media

Now that you have put together a list of media publications and some particular journalists, you are ready to contact media.

Find the contact telephone number for the publication's news desk. This can usually be found on their website, White Pages, Facebook page or other social media accounts. If you know the name of a particular journalist that you would like to speak to, ask to speak to them. If not, say something along the lines of:

"Hi, this is Sally calling from [name of organisation]. It's R U OK? Day on Thursday 13 September and [insert number] members of the local community will be attending [insert event] to raise awareness about R U OK? and help people reach out to friends or family who may be struggling. I'm calling because I thought this would be of interest to the [insert name of local media]."

Introduce yourself, and outline the key points that make your activity interesting, describe anything that could be a possible photo opportunity. When speaking to the journalist, you should have at hand:



- A copy of the media release. You should offer to email this to them.
- Contact details of someone they can interview, who will be able to speak about the activity. This can either be you, the main organiser, or the head of the organisation taking part.
- Name and mobile telephone number for someone who the journalist or photographer can contact, should they wish to attend the activity.

4. At the event

Assign someone at your activity to look after any journalist or photographers who may attend.

You should also assign another person to take high-resolution photographs of the activity, record any speeches that take place, and get quotes and contact numbers from some of the attendees.

5. After the event

Many journalists will have been unable to attend the activity, but may still be interested in receiving information about it.

Select the best images from the activity, and put together some quotes from the speeches and participants. Contact any journalists who expressed interest earlier, and send these additional materials to them. Try to gauge the likelihood they will feature the story in their next edition.

Make it easy for them to run your story by attaching all images at a minimum of 1MB in size (maximum 2MB) and captions with clear titles and names written from left to right. Correct captions and clear photos will increase your chances of getting your images in print or featured in their online publications.

6. Checklist

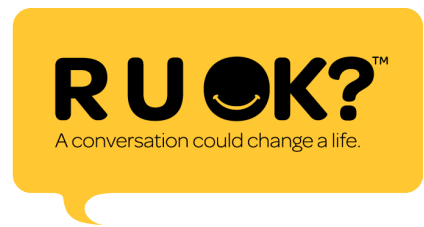
1. Write a short, concise media release that provides an overview of your activity and the importance of R U OK?
2. Develop a list of local publications and contacts that would be interested
3. Call each publication and send them the media release
4. Appoint a spokesperson who can complete interviews about the activity
5. Appoint a contact person for any journalists or photographers who attend the activity
6. Appoint someone to take photographs and write captions at the activity, and obtain quotes and mobile numbers from participants
7. Send photos to any journalists who were interested in the activity, but were unable to attend the event

7. Event press release template

Title: (LOCATION) asks R U OK? at (EVENT NAME)

(ORGANISATION) is hosting an event on (DATE OF EVENT) to encourage friends and loved ones to start a meaningful conversation with anyone they are worried about and to support R U OK?

(LOCATION) (TODAY'S DATE)



To remind Australians that every day is R U OK?Day, (ORGANISATION) is hosting an (awareness or fundraising) event to show (LOCATION'S) (AUDIENCE e.g. youth) how to start a life-changing conversation with someone who might be struggling.

(TITLE OF SPOKESPERSON first and EVENT SPOKESPERSON'S NAME) said, "Our friends, family members and workmates face life's up's and downs every day of the year."

"That's why we're hosting (EVENT NAME) to do what we can to get our community asking, 'Are you OK?' and to reach out to anyone they're worried about," (spokesperson) said.

National suicide prevention charity R U OK? is working to inspire everyone, no matter their location, to invest more time in the people around them and give them the skills, motivation and confidence to start a conversation with anyone who might be doing it tough.

A recent national omnibus survey commissioned by R U OK? revealed one in three people don't feel comfortable asking the question.

For those of us who don't feel comfortable, the leading reasons include:

- "I don't know what to say"
- "I wouldn't want to make it worse"
- "I'm worried they might get angry"
- "I'm not an expert"
- "It's none of my business"

CEO R U OK? Brendan Maher said, "We know that some conversations can be really tough. But in reality, you don't have to be an expert to ask the question. Asking shows someone you care about them and that can make a really positive difference in their life and be a stepping stone to accessing appropriate support long before they're in crisis. Community events are a great way to promote these 4 Steps to navigating that conversation:

Ask R U OK?, Listen, Encourage action and Check in," he said.

Conversation tips and crisis numbers can be found at ruok.org.au

About R U OK?:

R U OK? is a not-for-profit organisation that aims to inspire and empower everyone to meaningfully connect with people around them and support anyone struggling with life

R U OK?Day is a national day of action, held on the second Thursday in September. But every day is the day to start a conversation that could change a life.

Media Contact:

(INSERT NAME)

(INSERT TITLE)

(INSERT PHONE NUMBER)

(INSERT EMAIL)