



# Alumni Network

## Gaining media coverage

### Why seek media coverage?

The more your chapter activities are included in the local media, the more likely you are to attract new members and new opportunities. By developing a good relationship with your local media organisations you can achieve a lot of publicity at little or no cost.

### When to send a media release?

Send a media release to local media whenever anything interesting happens, such as an upcoming event, an event that just happened, an achievement by a chapter member, or collaboration between the chapter and the University, or another organisation.

### Some tips for gaining media coverage

- Research and put together a list of email addresses of local journalists and media organisations, including newspapers, TV news, radio stations and relevant local business newsletters.
- Include the essential who, what, when, where, how, and why in your media release.
- Write clearly and keep it simple.
- Always include the full name of the chapter and a brief outline of what the chapter is about.
- Include the contact details of someone who is able to answer questions when required or possibly to speak on camera or on the radio.
- Have someone else proof-read the media release to look for spelling mistakes or missing information.
- **Please send the media release to the Alumni & Advancement Office for final approval (we will aim to turn this around within one business day).**
- Distribute the media release at least a week prior to the event and invite the journalist to attend. Make sure someone is allocated the task of liaising with journalists at events and ensure their ticket is free.

- Take good quality digital photos at events and record the names of those in the photo to send to media outlets after the event with another media release.
- Keep a record of media coverage and start to identify what different journalists/media outlets are interested in covering.

## We can help

Let us know if you would like us to help you prepare your media releases, or if you are having trouble contacting local media.

If you require any further information or any assistance, contact the Alumni & Advancement Office via email **[alumni@usq.edu.au](mailto:alumni@usq.edu.au)**.