

Media tips for NeuRA fundraisers



Thank you for offering to raise funds for research at Neuroscience Research Australia.

Once you have your fundraising plans in place, you might want to think about getting some coverage in the media about your fundraising event.

Why? Because a story in the local newspaper or an interview on the radio means that more people will hear about your fundraising activities and the work that we do here at NeuRA.

Here are some tips to help you on your way:

Contacting your local paper or radio station

The first step is to call the newspaper's switch and ask to speak with either the editor or the journalist who covers social and community affairs.

If you are calling a radio station, first choose the program you think would be interested, then call the switch and ask to speak with the producer of that program. The producer is the main person who gathers material every day for the show.

If you have a contact at the paper or radio station, then utilise those networks.

Pitching your story

There are several ways to increase your chances of the producer or journalist being interested in your story and wanting to interview you.

- **Tell a story:** what is the story behind your fundraising event? Do you have a personal connection to a particular disease, disorder or piece of research? Tell this story to the producer or journalist. Producers and journalists like a good yarn, so remember to include all those colourful details.
- **Share your enthusiasm:** radio programs in particular love to speak with someone who is excited about what they are doing and can share their enthusiasm. If you're enthusiastic, chances are they will be too.
- **Make it timely:** the media thrives off news, so don't pitch your story too early. By all means, give the producer or journalist notice of a week or two, but don't call six months before the event.
- **Offer a photo opportunity:** stories are much more likely to get a run in the newspaper if there is a great photo to go with it. Offer to help set up a photo

opportunity for their photographer with local community members, or offer to send in a photo yourself.

- **Make your story stand out:** Are you doing something special or quirky on the day that would make a good picture or story? Tell the journalist or producer about this.

What next?

If you get an interview, congratulations!

If you are scheduled to talk on live radio and are feeling very nervous, tell the producer. They may be able to organise a pre-recorded interview for you.

Got a lot to say? Radio interviews are generally only about five minutes, and will feel like one minute. Before the interview, write down key points that you want to talk about (like your fundraising webpage!) so you don't forget to mention them.

Remember to ask for a copy of your interview or the article in the newspaper... and remember to send a copy to NeuRA.

If you don't get an interview, don't be disheartened. It will most likely be for reasons out of your hands; for example, they may have covered a similar story that week, or they might be having a big news week and just don't have room. Don't let that stop you from pitching next time.

Need some more help?

Feel free to contact NeuRA if you need any further help.

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