

Communicating Cairngorms

How to ... ensure successful media relations

Everyone has their own stories to tell about how they live and what they do in the Cairngorms National Park – not all of these stories are going to be of interest to the media – but many of them are, especially your local newspaper or community website or newsletter.

The best way to catch the attention of editors or journalists is with a snappy press release, perhaps accompanied by a good photograph or the opportunity to interview relevant people associated with your story or a site visit to your project. You need to stand out from the crowd though so be creative!

Cutbacks in recent times across the traditional media and the popularity of the internet and news-on-demand services, means that there are fewer journalists to cover more stories. So when a well written press release lands on the editor's desk it's highly likely to be used word-for-word and therefore getting your message out there exactly as you had intended!

Different types of media are looking for slightly different things:

Print want quotes, interviews, background information / they want good pictures and are more likely to run features.

Broadcast want audio interviews (sometimes live) and usually in a specific location / they like to record in advance / they need sound effects or want to film in a particular place.

Online want all of the above! Increasingly print and broadcast journalists are asked to file material for a website too so they will probably want extra interviews and extra images.

So do give some thought to all of the above before deciding how to deliver your communications.