



## Finding the stories in your business

- The best news stories about your business are about what's **NEW** – from a new service or product to a new event, award or sponsorship. Write a list of all the things that might be new in your business in the next 6 or 12 months – these are your potential news stories.
- Your story **MUST** be topical - news is about what's happening now or is about to happen – not what happened a few weeks ago or will happen at some unspecified point in the future. Why should a journalist write about you today or for next month's issue?
- Your story must also be relevant. Is your story relevant to the geographical area (eg a local paper) or the topic area (eg a sector-specific magazine) that your target media outlet covers?
- If you haven't got anything new coming up, think about how you can generate something new – the classic way is by generating new statistics through conducting a survey or piece of research, but you need as large a sample size as possible and robust methodology. Survey Monkey is a great (free) tool for this.

## Finding coverage opportunities for you and your business

- The free tool: On Twitter, follow the hashtag #journorequest to see requests from journalists for help with features. There are dozens every day so think about setting up a search on the hashtag plus one or more of your keywords, so you only see the relevant requests.
- The paid tool: Response Source ([responsesource.com](https://www.responsesource.com)) allows you to receive emailed requests from journalists looking for experts, case studies, story ideas and products for review. You subscribe to a topic 'channel', so you only receive requests pertinent to your sector. Great way to get coverage in national media outlets. Costs £300 - £900 per year, depending on topic. (See over for list of topics).

## Promoting yourself as a media expert

- Set up a profile on [Expertsources.co.uk](https://www.expertsources.co.uk) (£120 per year). This site is used by journalists and producers looking for experts to comment on a wide range of topics and also by production companies looking for expert presenters and guests for lifestyle TV shows.
- Say explicitly on your blog, social media and website that you're available to speak to the media – and have clippings, videos and audio clips showing previous media appearances or coverage.
- If you're new to doing media interviews, undertake media training including filmed mock interviews – it's the best way to learn how you come across (especially on camera) and how to communicate your key messages.

## Giving Interviews: Tips & Tricks

Preparing before the interview:

- If possible, know the publication/programme, reporter, interview format and audience. Look at the publication/programme website for guidance.
- Know your goal for the interview: how you want your organisation to be portrayed.
- Know what you want to say: draft any key messages you want to across.
- Jot down likely questions and appropriate answers
- Prepare a range of questions: hard and easy.

Interview Tips:

- Speak in 'headlines' or sound bites: Offer a brief and direct summary or conclusion first, then back it with facts and argument.
- Don't over-answer: Short answers are better than long.
- Don't be fixated by the questions. 'Bridge' to a related point you want to make. For example use phrases such as 'I think the real issue is...'
- Don't let false charges, facts or figures offered by a reporter stand uncorrected. Be emphatic but never rude.
- Frame your reply as a positive statement.
- Speak clearly. Avoid jargon, technical language and abbreviations/acronyms.
- Be engaging and friendly but objective.
- Don't overlap the question: begin your answer when the reporter is finished.
- Keep your cool – don't be provoked!

## Response Source Categories

Business & Finance £935  
Children & Teenagers £585  
Computing & Telecoms £935  
Construction & Property £605  
Consumer Technology £935  
Education & Human Resources £585  
Entertainment & Arts £585  
Environment & Nature £500  
Farming & Animals £440  
Food & Drink £615  
Health £645  
Home & Garden £645  
Leisure & Hobbies £645  
Manufacturing, Engineering & Energy £440  
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Motoring £440  
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Retail & Fashion £615  
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Transport & Logistics £440  
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