



Happier



Healthier



More Active

Engaging with the Press: Top Tips from Jeremy Wilson – Telegraph journalist

Taken from SAM webinar 4.2.21

1. Have a clear objective/message/story
 - what is the top line, what are you trying to get across
2. Consistency of message is key
3. Have statistics/data or new research to back up article
4. Use high profile people to support; a well know voice
 - could be local or national depending on where the article is going
5. Human interest stories land well
 - impact on someone's life
 - amazing teacher story
6. Use of strong quotes
7. Pictures/images
7. State case clearly, clarity of language is important

Local Press:

Make it easy for them

Use quotes, pictures, research