

### **Tips and Tricks for Distributing the Media Release:**

You've created the perfect fundraiser, but now what? Here are some of our tips and tricks for getting your media release in front of the correct people.

**Local Media Outlets:** Send the press release to local newspapers, TV stations, and radio stations. Look for the contact information of their news desks or editors on their websites. LinkedIn is another good source for finding the right people.

**Online Press Release Distribution:** Utilise online press too! This could include lifestyle publications, bloggers and even local influencers. Some of our regular go-to's are:

- HunterHunter - <https://www.hunterhunter.com.au/>
- Newcastle Weekly - <https://newcastleweekly.com.au/whats-on-newcastle/>
- Hunter Headline - <https://hunterheadline.com.au/>
- Newcastle Live - <https://newcastlelive.com.au/>

**Social Media:** Share the press release on your personal and event-related social media profiles. Tag some of the above contacts. Encourage supporters to share it as well.

**Email Outreach:** Send the release via email to local journalists, bloggers, and influencers who cover community events.

**Community Calendars:** Submit the event to online and offline community event calendars, including those maintained by local news outlets and community organisations. Some good local ones are:

- What's On Newcastle - <https://whatson.newcastle.nsw.gov.au/>
- Visit Newcastle - <https://www.visitnewcastle.com.au/events>
- Visit NSW - <https://www.visitnsw.com/destinations/north-coast/newcastle-area/newcastle/events>
- Newy With Kids - <https://newywithkids.com.au/whats-on-newcastle-lake-macquarie-hunter/>
- My Community Diary - [https://www.mycommunitydiary.com.au/New\\_South\\_Wales/Newcastle](https://www.mycommunitydiary.com.au/New_South_Wales/Newcastle)

**Networking:** Attend local networking events or meetings and personally introduce your event to local reporters and influencers.

**Follow-Up:** After sending the release, follow up with media outlets to confirm receipt and offer to provide additional information or interviews.

**Local Partnerships:** Collaborate with local businesses, community groups, or influencers to promote the event through their networks.

**Stay Engaged:** Keep the media updated with event updates, highlights, and stories leading up to the event. This can generate ongoing coverage.

Remember that a well-crafted media release, combined with effective distribution and networking, can significantly increase the visibility and success of your fundraising event. Good luck!