

## Tips for contacting the media

The best way to contact your local newspaper, radio or TV station is to phone them a few weeks before your fundraising event. Make sure to follow up with an email to confirm your conversation and provide all the finer details of your event like the date, location and how the community can get involved.

### **Read these great tips before contacting your local media:**

- Be prepared with a list of points that you want to talk to the journalist about.
- Tell the journalist that you live locally, as they like to support people in the area.
- Provide as much detail about your personal connection to T1D as you are comfortable with.
- Tell the journalist details about the event like how the community can get involved, when the event is and why it is so important to you.
- Invite the journalist to your fundraising event so they can write a story after your event and help spread the word about JDRF and T1D.
- Ask the journalist for their contact details so you can keep in contact with them.
- Thank them for their support, a little thanks goes a long way!

## Suggested media script

When you contact your local newspaper, radio or TV station, it's a good idea to be prepared with a list of points that you would like to talk about.

These points could include:

- Hi, my name is [name] and I live in [local area]. I wanted to talk to someone on your news desk about [name the event] and how I am fundraising for this event that will support JDRF and type 1 diabetes (T1D) research.
- JDRF is the only global organisation with a strategic research plan to end T1D. The plan is to deliver an ongoing stream of life-changing therapies moving from development through to commercialisation that lessen the impact of T1D. JDRF wants to help keep people with T1D healthy and safe today until we reach our ultimate goal of a cure and universal prevention of T1D.
- T1D is a serious disease that affects 120,000 Australian children and adults. They need up to six insulin injections every day or a continuous infusion of insulin through a pump, just to stay alive.
- The [name the event] raises awareness of T1D and funds to help JDRF support vital medical research.
- The [name the event] will be held on [date] at [specific location].
- To help raise money for the [name the event] I am [describe the activities you will be doing].
- I'm passionate about finding a cure for T1D because [give details of your personal connection to T1D].
- I was hoping you could support my fundraising event by covering the story in your newspaper / magazine / radio station.
- I can provide you with a story and photos