

Lions Biggest BBQ



TIPS AND HINTS FOR CLUBS WHEN SPEAKING TO THE MEDIA

Below are a few tips and hints to consider when contacting your local media to 'sell' the concept of the Lions Biggest BBQ 2009.

Which media should I target?

Local and community: newspapers, magazines, radio stations, television stations

Who should I contact?

It is a great start if you already have strong relationships with local media. The best person to start with is the editor of the print media (newspapers and magazines) or the producer for broadcast media (radio and television).

Where can I get contact details?

Most media outlets have websites or are listed in the phone directory for you to search contact details. Sometimes it is worth calling the switch number and just asking the details of the journalist that are interested in social and community issues/affairs. If you do not have access to the Internet, you can contact your District PR Chairman who should have access to phone numbers and email addresses for local media.

What do I do next?

Below is a suggested structure to follow when contacting your local media.

Introduction:

Good morning/afternoon, I am [insert name] from [insert club name] Club. I wonder if you may have a few moments for me to go through what we have planned for Lions Biggest BBQ event this year.

Explanation of Lions Biggest BBQ:

Lions Biggest BBQ is an annual fundraising event undertaken by many of the 1,400 Clubs across the country. This year, the BBQ is being held on [insert date]. To date, Lions Australia has raised over \$3.7 million for Children's Cancer Institute Australia (CCIA) through various fundraising activities such as the Lions Biggest BBQ.

Lions is one of Australia's largest service organisations which raises more the \$20 million dollars per year for health, welfare and charitable projects.

Our local club, [insert club name] Club, raised around \$XX,000 dollars in 2008 for a range of projects and hopes to do so again this year.

This year, our BBQ will be held at [insert venue] on [insert day/date]. I can send through a media release on Lions Biggest BBQ which you and your readers/viewers may find interesting.

Ensure you get contact details:

What is your email address, fax number and I will send it through straight away. Please don't hesitate to contact me if you have any questions or need more information.

What do I do next?

Now that you have the contact details of the people who are interested in receiving information about Lions Biggest BBQ, you can insert local information into the media release provided and distribute this to your contact list. Be sure to include your contact details at the bottom of the media release (and email) to ensure the media can contact you.

Who should I contact if I have any questions?

For any queries you have on contacting media for Lions Biggest BBQ, please contact Jim Ede (02 9153 5523 or jdede@ozemail.com.au) or Warren Latham (02 9874 2056 or wandmlatham@bigpond.com)