

## Top PR Tips

- **Pitching:** Ring or email the local newspapers, radio stations and TV news and let them know where and when you will be doing your fundraiser. Include when you are available to do live and pre-recorded interviews
  - Send them the media release pitch. Try keep it to half a page.
- **Timeliness:** When you do your media outreach is important.
  - Pitching first thing in the day (no later than midday) is recommended to maximise potential pick up.
  - Media work with a lean crew over the Christmas and New Year's period but it tends to be a very quiet time of year for them as they don't receive as many pitches – it is also a time when they want to do feel-good community stories.
  - Leveraging specific days like World Bipolar Day (30 March) will make the story timelier.
- **A current affairs:** use what is happening in current affairs to talk about what you are doing.
  - *Example: natural disasters – use this as a hook to talk about where you are and why supporting mental health is more important now than ever.*
- **Leveraging relationships:** Lean on the networks of the people in places near you or that you are visiting like the community groups, schools and organisations. Ask if they have PR teams and/or if they have local media contacts who would be interested in doing a story.
  - Tag them in social media posts to let them what you're doing
  - Tag any celebrities that are authentic fit. Are there particular songs by artists that have been keeping you motivated?
    - Example 1: [Nedd Brockman](#) recently did a record run from WA to NSW. He tagged Jimmy Barnes in some of his posts ([see post](#)). Jimmy Barnes ended up posting a video message of support ([see post](#)). Fast forward to the end of the journey and Jimmy Barnes had Nedd join him on stage at one of concerts ([see post](#)).