

# COVID-19 Fact Sheet

## Communicating with the local press



As your customers continue to adapt to the latest COVID-19 guidelines, it's important to inform them about the changes you've made to better serve them throughout this period. Your regional press - be it newspapers, magazines, TV, radio or online - will want to spread the word about local businesses going the extra mile, so a press release can be a great way to get your message out to both new and existing customers.

A template press release is available at [gff.co.uk/support](http://gff.co.uk/support), but before you get started, here are a few key things to keep in mind:

### Potential topics:

- New services (home delivery, takeaway, etc.)
- New products (care packages, stocking essential items, etc.)
- Collaborations with other local businesses or volunteers
- Initiatives to support and serve vulnerable groups
- Donating surplus stock to foodbanks, NHS staff, etc.

### Communicating your story:

- Photography is key. Most media is visual and regional press will often rely on images provided by you. A relevant and high quality image can be the difference between getting featured or not.
- Clearly communicate the news in both the title and first sentence. Journalists receive a lot of press releases, so it is important to get straight to the point
- You can give a little more detail and background over the next two or three paragraphs
- Quotes are a good opportunity to add a personal touch and wave the flag for independents
- Include your contact details and the date at the end
- Add your business biography and social media handles at the bottom, titled 'Notes to Editor'
- Remember your audience. The press release is not an advert aimed at the end consumer, you're pitching the news directly to the journalist
- This isn't about a quick sale - PR aims to achieve support and buy-in over the longer term

### Communicating with journalists:

- Contact details for regional journalists can often be found on websites, in magazines or on social media
- A personal introduction or follow-up email (short and to the point) can help your news stand out
- If a journalist makes an enquiry, try to act on it straight away, as they can move on fast