



# ConnectGroups

helping support groups & individuals

## How to Work with the Print Media

Print Media is a very effective way to get your information out to the community. Print Media gives the reader time to digest the facts at their own pace and makes it easier for interested parties to keep a record for future reference. Have your unique angle or 'hook' ready when approaching the media. Keep your message simple and creative, and work your story around current social, economic and political issues.

### 1. State and National Newspapers

*Send letters to the Editor of the newspaper section in which you want your article published. For instance contact the Editor of the Health and Medicine section of the West Australian if your issue is health related. Most newspapers have the Editor's name and contact details on the inside of the publication. Monday's paper is usually a good day to have a story published, as it follows a busy weekend. As journalists are looking for stories for next week's or the next day's edition, know the deadlines and submit your Media Release early.*

### 2. Community Newspapers

*Most Community Newspapers provide a free Weekly Diary or Calendar of Events where you can post details of your group's meetings or activities. You should send it at least 7 days prior to the next issue of their publication. Community Newspapers are an excellent source for media coverage and are often willing to write an article for free.*

### 3. Magazines

*Many weekly magazines select their articles about three months prior to publication. Monthly issues can plan up to four or more months in advance. It is important to be aware of national months or dates relating to your issue so that you can capitalise on that information. Relating to your target audience is an important factor in gaining coverage in a magazine. Keep in mind the age and interests of the audience and target those magazines that best reflect the audience you want to reach. Fax or email your article to the Features Editor and phone a day or two later to ensure they have received it and to clarify your information. Ensure any photographs are of a very high quality and make sure you check on the format of the photos to be sent. Often, however, the magazine will send its own photographer.*

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## 4. Journals

*Should you wish to publish new research, specialist information or important case studies, journals are a good promotional source.*

*Contact the Editor of the journal that covers topics closely related to your group issues. If your group is dealing with a health issue, you may want to present your material to The Medical Journal of Australia. To find the journal most likely to publish your material, you can research a broad range of journals at your nearest public library or on the Internet. Keep in mind that submissions can take up to ten weeks to process.*

## 5. Directories and Databases

*Your group may benefit from being listed in Organisational Directories and Databases designed to provide referrals to professionals and members of the public. The ConnectGroups On-line Directory of Support Groups and Community Organisations is an invaluable resource for both professionals and community members seeking information about available Support Groups and Community Services.*

## 6. Posters, Brochures and Flyers

*These promotional materials can be fun to produce and are effective when located in venues accessed by your target group. Where you post your notices will depend on your group's issues. Be sure to ask permission first, as there may be guidelines on types of notices posted and timelines for posting. Educational institutions, hospitals, libraries and community/shopping centres will usually provide notice boards where information can be displayed.*

*You may also wish to distribute your flyers by email, mail, or to other organisations for distribution. You should include a cover letter, thanking them for their help and include details so that they can call to replenish their stock when necessary.*

*When creating your posters or flyers, include the aims of your group, a description of its services, meeting time, location, contact numbers and email and website addresses if applicable. Keep the format simple, appealing and informative.*

*You may wish to design a logo. Research has shown that the bottom left and top right hand corners are the best areas to place graphics. Use bold print to highlight the name of the group and make it large enough to read from a few steps away. Use bright coloured paper or coloured ink for headings and important information.*

*To reduce the cost of creating and printing, use your own computer and software to design your own material. ConnectGroups can also design a poster or flyer for you. For printing, find out if someone in your group has access to a photocopier and supply your own paper. Your local MP may also assist with photocopying and mailing. If using a commercial printer, shop around for 2 or 3 quotes, provide them with a deadline as well as specific verbal and written instructions.*

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### ConnectGroups Contact Details:

**Telephone:** (08) 9364 6909 **Rural Freecall:** 1800 195 575

**Email:** [info@connectgroups.org.au](mailto:info@connectgroups.org.au)

**Web Site:** [www.connectgroups.org.au](http://www.connectgroups.org.au)

**Postal Address:** PO Box 1209 Booragoon WA 6154

**Actual Address:** 10 Almondbury Road Booragoon WA 6154

*New and Existing Support Group Development, Telephone Information Line, Information Forums, Facilities and Equipment Hire*

*On-line Directory of Support Groups and Community Organisations, E-News*

### ConnectGroups Services: