

6 top considerations for your CTO's press release

1. Make a list of potential publications and press targets

What could be easier? Make a list of your local newspapers, radio stations and free community based magazines, and where possible your local colleges or universities which run journalism courses. This will take around 30 minutes to complete. Note down contact email addresses and phone numbers where possible, so you can send them your press release and possibly get in touch down the line to follow up.

2. Add contacts to your press list

Once you've drawn up your list of local press, it's time to turn detective and find a main contact name, number and or email for that person. Radio stations, newspapers and local colleges and universities will most likely publish this information on their websites. Don't be afraid to pick up the phone and ask who the best contact is to reach with your stories. Once you have this information, add it to your list. It's important to update this every 6 months as journalists move around a lot.

3. What makes a story?

When it comes to stories, journalists want real, authentic stories about issues the community is facing/solving. Positive news: praising staff/volunteers, long service, awards, new vehicle or fleet, expansion, successful funding, funding appeals etc. Negative news: lack of funding, volunteer shortage/appeal, facing closure, etc is also considered news.

4. What do journalists want?

Think about which media outlet is the best place for your story. If you have a local 'talk radio' station, there is often scheduled times of the day when guests are invited on to share their stories. Local newspapers often have a 'community' section, if you've received a visit from an MP or person of interest, you may well want to consider approaching a national newspaper with your story and photographs.

5. How to approach

This might seem daunting at first, but this is just an extension of the phenomenal community work you already do! Phone or email the contact on your list with a short summary of your story. Let them know you/representative are available to comment and a good time for a journalist to visit and take photographs (you can also supply your own photos if you have them).



One thing to note – news agendas can and often do change at the drop of a hat, and so journalists can't always guarantee a story will be published on a certain day. Be ready to check your local paper and listen in to the radio over the course of a number of days.

6. Share, share, share!

If you do secure local or national press coverage, please do let us know. Share it on your social media and tag us in @CTAUK1 on Twitter/X or Community Transport Association on Facebook and LinkedIn, or email us directly media@ctauk.org and we will share your coverage with our membership and wider community.

If you would like further support with contacting your local media, please email media@ctauk.org and our team will be happy to help you.

CTA Spotlight newsletters are published every month, and we love nothing more than sharing your good news. If you have a story to share, please email media@ctauk.org

Some helpful examples of Community Transport in the press:

[Wind farm sponsorship for Caithness community transport service \(johnogroat-journal.co.uk\)](http://johnogroat-journal.co.uk)

[Thanet Community Transport Association shuts down after 25 years in service – The Isle Of Thanet News](#)

[Kingswood Community Transport calls for more volunteer drivers - BBC News](#)
[Colchester Citizen of the Year shares the joy of community transport volunteering \(msn.com\)](#)

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