

## Top Tips for getting your CTO in the press

CTWeek26 is a great opportunity to share the difference your organisation makes in your community.

You don't need to be a communications expert or have lots of time to get local press coverage. A clear story, a good photo and a short email can go a long way.

### 1. Start with one simple story

Before you write anything, decide what your story is.

Try to keep it focused. One strong local story is better than trying to include everything your organisation does.

Your story could be about:

- a driver or volunteer who makes a difference
- a passenger whose life has been improved by community transport
- a new vehicle, service, project or partnership
- a local politician or stakeholder visiting your organisation
- a call for more volunteer drivers
- a funding challenge or local need
- a CTWeek26 celebration or event

A good test is: could you explain the story in one sentence?

For example:

- “Our charity is celebrating the volunteer drivers helping older people stay connected.”
- “We’re inviting local decision-makers to see why community transport matters.”
- “We need more volunteer drivers to help keep our community moving.”



## 2. Keep your press release short and local

Journalists are busy, so make your press release easy to understand.

Your first paragraph should explain:

- who you are
- what is happening
- where it is happening
- why it matters
- how it links to CTWeek26

Try to keep your press release to one page if you can. Include the most important information near the top, then add extra detail below.

Local detail matters. Include the name of your town, city, village, borough or region so journalists can quickly see why the story is relevant to their audience.

## 3. Include a quote that sounds human

A quote is a good place to explain why the story matters.

Keep it natural and avoid jargon. It should sound like something a real person would say.

For example:

“Community Transport Week is a chance to celebrate the drivers and volunteers who keep our community moving. For many of our passengers, these journeys are about much more than transport. They help people stay independent, connected and part of local life.”

You could include a quote from:

- your CEO, manager or chair
- a driver or volunteer
- a passenger, with their permission
- a local politician or stakeholder, if they are involved



## 4. Send a good photo if you can

A strong photo can make your story much more likely to be used.

You do not need a professional photographer. A clear, bright photo taken on a phone is fine.

Good photo ideas include:

- a driver or volunteer with one of your vehicles
- staff and volunteers outside your organisation
- a passenger and driver together, with permission
- a local politician or stakeholder visiting your service
- a group photo from a CTWeek26 event

Make sure you have permission from everyone clearly visible in the photo before sending it to the press.

When you send the photo, include the names of the people pictured from left to right.

## 5. Make a small press list

You do not need a huge media list.

Start with three to five local contacts, such as:

- your local newspaper
- your local radio station
- your council or community newsletter
- local news websites
- community magazines
- local Facebook news pages or community websites

Look for a general newsdesk email address, or a reporter who covers community, transport, charity, or local interest stories.

Save the details somewhere simple so you can use them again next time.



## 6. Send a short email

When you send your press release, keep the email short.

Example email:

*Hi,*

*I'm sharing a local story from [ORGANISATION] for Community Transport Week 2026.*

*We're [SHORT SUMMARY OF YOUR STORY].*

*I've attached a short press release and photo. We're also happy to provide a comment or arrange a photo opportunity if useful.*

*Best wishes,*

*[NAME]*

Use a clear subject line, such as:

**Local charity celebrates drivers keeping [LOCATION] moving during Community Transport Week**

or

**[ORGANISATION] marks Community Transport Week with call for more volunteer drivers**

## 7. Follow up once

If you have time, follow up with a quick phone call or email a day or two later.

You could say:

*Hi, I just wanted to check you received our Community Transport Week story. We'd be very happy to provide more information, a quote or a photo if useful.*

Don't worry if you do not hear back. Newsrooms are busy and stories can change quickly.



## 8. Share any coverage

If your story is covered, share it on your own website, newsletter and social media channels.

Please also let CTA know so we can help celebrate and share your coverage. You can tag us on Facebook and LinkedIn, or email [comms@ctauk.org](mailto:comms@ctauk.org).

### Quick checklist

Before you send your press release, check you have included:

- your organisation's name
- your location
- a clear story
- a quote
- contact details
- a photo, if you have one
- a link to your website
- a mention of CTWeek26
- the theme: **Driving Communities Forward**

