

Media Kit - how to contact journalists

You've got your BDA Media Kit documents for journalists at the ready, but where do you start?

Most media outlets will have contact details on their website, usually in a 'contact us' section at the bottom of their webpage. Try looking for the chief-of-staff or journalists covering health and lifestyle. Failing this, look for the email address for their newsroom.



Find your target: try to find the most appropriate journalist to contact in relation to the topic matter, to increase chances of publication, for example the Health and Lifestyle Editor or journalists who have published on food, nutrition or health in the past.



Keep it local: we have provided you with a template press release but remember to make it relevant to your local setting. Local media want to make their readers feel that their area is special, so add in statistics from your workplace, and information about what you will be doing during the week.



Catch their attention: journalists can receive 100s of pitch emails a day for article ideas, so make sure to have a catchy subject line that gets to the point of the article. Try to find a local angle - why will this piece be of interest to local readers? What makes your item newsworthy?



Get to the point: journalists like to cut to the chase so keep your email introduction brief. Simply say who you are, what you do and that you have an article idea for them, preferably within one short sentence.



Put it all in: journalists are unlikely to open attachments. To increase the likelihood of the journalist reading it, simply copy the full text of your press release and boiler plate info and paste this into the main body of the email.



Give them your details: make sure to clearly state your full name and include your contact details clearly at the top of the email body.

Good Luck!