

TASK	DETAIL	ACTION
1. Research key local media	Targets include local newspapers (whether free or paid for, daily or weekly publication), local radio and regional television news programmes and relevant websites. Get email addresses and phone numbers for news and picture desks (newspapers) and forward planning (TV and radio).	
2. Contact media	Mail GSF brochure to chosen media, preferably phoning contacts before posting to advise them of GSF and that your school is attending.	
3. Plan student photo session at GSF	Choose up to five students for picture at GSF. Try to ensure gender and ethnic mix as far as possible.	
4. Advise students re: quotes for release	Good personal quotes are essential for media purposes. Ensure key students are ready to respond to the impact of GSF on them for use in the post-event release (see media release template on page 36).	
5. Teacher endorsement	It is helpful if a teacher sums up the day at the end of your post-event release (see media release template on page 36).	
6. Your official GSF group picture	Be sure your students are available for the group picture session during GSF (timing to be advised on the day of the conference).	
7. Download your GSF group picture	Your own group picture will be available for download within 24 hours of the end of GSF. You will be advised where to download it from.	
8. Photo caption	Add a caption to the picture – naming those on the picture from left to right, where and when it was taken, with your telephone number for response.	
9. Post-event media release	Download and complete and/or customise the release (see media release template on page 36) ensuring accurate detail (age and spelling of students' names, etc.).	
10. Email to media list	Send your media release in the body of an email, not as an attachment which may get blocked or simply remain unopened. Attach your picture with an appropriate caption.	
11. Follow up	Phone the news desk/forward planning to check they have received your release. Try to avoid deadlines (see Top Tips on page 20-21).	
12. Don't be discouraged!	If at first you don't succeed, keep trying. If you get squeezed out for a 'bigger' story don't give up. You may make the front page next time. It is always worth asking the journalist concerned why you didn't make it, to help you do better next time.	
13. Letter to the editor	This is a good option if the outlet won't run your media release (see Top Tips on page 20-21). Local newspapers sometimes get fewer letters than you might think.	