

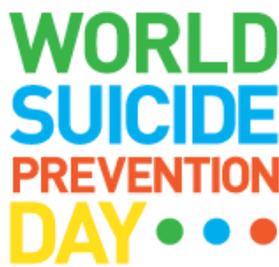
Local Media Relations Tip Sheet

- Visit the [Mindframe website](#) to learn about safe language, portrayal and reporting.
- Your local media will generally report news stories:
 - In the daily evening news broadcast on free to air TV Monday to Friday
 - In hourly news bulletins broadcast on AM and/or FM radio
 - Online in digital newspapers
 - In print in daily, bi-weekly or weekly newspapers
 - In community-owned print newspapers
 - On community-owned radio stations
 - On social media (most print and broadcast publishers have social media pages too).
- They're looking for news stories that are:
 - Relevant to their audience or readers (have a local angle)
 - Remarkable or timely (has individual merit or is associated with something happening in the community, nationally or internationally).
- World Suicide Prevention Day news stories are timely, but local media want a local angle:
 - Host a local event they can report on.
 - Include local suicide rates, if you have them.
 - Offer an interview with a local person who works in suicide prevention or has lived experience of suicide.
 - Promote local suicide prevention or crisis support services.
- Give the journalists everything they need to craft a story for multichannel distribution (broadcast, print, online and social):
 - One-page media release including local angles / spokespeople.
 - Interview with at least one local spokesperson (on camera, in person or over the phone).
 - High quality landscape or portrait photo of local people relevant to the subject of the media release, with their full names and the name of the photographer (make sure you have written consent from the people featured).
 - Something / somewhere to film or photograph (an event, an activity, the spokesperson going about their daily life etc.).
- In choosing / briefing your spokespeople:
 - Consider the quality / relevance of their story and their performance as a spokesperson in different formats. Some people are great over the phone but not comfortable in front of a camera.



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- Consider their credibility as a spokesperson and how'll they impact your organisation or group's brand reputation. Be clear if they're sharing their opinion as an expert or as someone with lived experience.
- Make sure they understand the purpose of the news story (e.g. raising awareness of World Suicide Prevention Day) and how they can help.
- Make sure they understand how they'll be involved (e.g. quotes for a media release and/or phone, in-person or on-camera interview).
- Make sure they understand their story / photo will be published online and in social.
- Help them determine what they want to talk about and what they don't want to talk about. This is particularly important for people with lived experience of suicide.
- For in person or on camera interviews, advise them on clothing, accessories and physical communication (e.g. block colours not stripes or loud patterns, simple accessories that don't distract from what they're saying, and use their hands when talking to help vary their voice pitch and tone).
- When liaising with the journalist:
 - Remember nothing's 'off the record'. Don't say anything you wouldn't be comfortable seeing in the news story.
 - Ask them about their content needs. Do they need a photo (landscape or portrait?), something to film, a phone interview, a 300 word media release etc. Make their job easy by supplying them with what they need in the format they need it.
 - Brief them on the spokesperson, be clear if they are speaking as an expert or someone with lived experience. Be clear on what the spokesperson can and cannot talk about.
 - Host events in the morning. Most local radio stations close by 2pm and most local TV stations start production of the nightly news by 2pm.
 - Don't hold events on the weekend. Most local news publishers are closed.
 - Find out their print deadline. Most local newspapers don't send reporters into the field when they are on deadline to print.
 - Inform them of the importance of safe language, reporting and portrayal of suicide. Direct them to [Mindframe](#) online.
- Remember to include at least two crisis support services in your media release.
- Be proud of what you've achieved! Generating local media coverage about suicide prevention is a great way to raise awareness and inspire action in your local community.



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