## Tips for getting the media spotlight on your World Meningitis Day news

Are you preparing to run the London Marathon?

Would you be happy to share your story to mark World Meningitis Day?

With your help, World Meningitis Day will have an even greater impact. How? By telling people across your community about the race to defeat meningitis and why you are running for Team MRF.

If you want to help with raising awareness but you’re not quite not sure where to start with getting into your local paper or radio station then look no further, these tips are just for you.

**1. Think about your reason for running and how you want to tell your story**

People read the news because they want to find out about something that they don’t already know or because it’s a story that moves them. The more unusual or unexpected it is, and the more closely they are able to relate to the subject, the more interesting it’s likely to be to the person reading it.

Ask yourself, what’s your reason for running for Meningitis Research Foundation and why do you want to play your part in helping to defeat the disease? Remember, people care about people so is there something that stands out about *your* story that someone may be able to relate to?

Meningitis is devastating and, if you’re comfortable with sharing your experience, it will help to raise awareness and help others too. Or maybe you have a very different reason for running that makes your story stand out? Perhaps this will be your first race to celebrate a special birthday, or you’re marking a racing anniversary (like your fifth international run or your third marathon in 12 months). Have you made it even more challenging for yourself by attempting to break a world record, setting a time to beat or wearing fancy dress?

Other stories that are likely to be of interest to media include overcoming personal challenges, like a persistent injury, running as part of a team united by a common goal, or a story with an element of history – like a long standing tradition. So if you’re the third generation of your family to be taking part in a marathon this could be just what you need to share to pique the interest of your local paper.

**2. Take a great photo**

A picture says a thousand words. So, use a photo that reflects what you’re talking about to help generate interest in your story.

Faces work really well (just be sure you have everyone’s consent to be in the image) and think about the smaller details. What’s the background for your photo? Does it reflect what you’re trying to say?

It’s worth investing the time in a great photo because it may just be the difference between whether or not a story gets used.

**3. Think about the best media targets**

When you think of media, people tend to think of national broadcasters or newspapers. But the most successful media coverage is about making sure you get your message in front of those you want to see it with your community who will support you.

Start small and cover all bases. Look at all the media in your area. Your local newspaper and radio station are a great place to start. But don’t forget about local magazines, community newsletters or maybe even a student radio station.

Remember it’s all about spreading the word. So, once you’ve pitched your story, don’t forget to share it across your own social channels using the hashtags #DefeatMeningitis and #WorldMeningitisDay2022, and enlist the support of your followers to share it further.

Good luck!