

How to Get Media Attention for Your Dying to Know Event

Hosting a Dying to Know event is a great opportunity to bring your community together and start important conversations about death, dying and end-of-life wishes. Sharing your event with local media can help raise awareness, encourage attendance and highlight the important work your organisation is doing.

This guide provides some simple tips and tricks to help you get media attention for your event.

1. Start with a local story

The strongest media stories are usually about people and communities, not just events.

When reaching out to media, think about:

- Why is this event important for your local community?
- What makes your event unique?
- Who will benefit from attending?
- Is there a local person with a story or perspective to share?
- Why are these conversations important in your community?

2. Contact the right media outlets

Focus on creating a media list that covers your local area or community.

Consider contacting:

- Local newspapers
- Community newsletters
- Local radio stations
- Local TV news (where relevant)
- Community websites and online publications
- Industry or community publications relevant to your audience
- Event/Calendar Listings (many you can upload to yourself)

Think about who your event would matter to and where they get their local news.

3. Prepare your media materials

Before contacting journalists, make sure you have:

- A) **A media release:** Use the Dying to Know media release template provided and customise it with:
- Your organisation name

- Event details
- Local community angle
- Spokesperson quote
- Registration details

B) **Images:** Strong high-resolution images can increase your chances of media coverage. Consider including:

- Photos from previous community events
- Images of your team or speakers
- Community members participating (with permission)
- Event location or venue images
- Avoid generic stock images where possible and include image captions or credits if possible.
- Visit dyingtoknow.au to find posters, images, logos etc that might be useful to include.

C) **Key information:** Have these details ready:

- Event name
- Date and time
- Location
- Who should attend
- What attendees can expect
- Registration details
- Contact details for media enquiries

4. Pitch your media release to journalists

Keep your email short and make the important information easy to find.

It is best practice to pitch journalists individually rather than sending out in a mass email unless you are using a PR newservice/platform. If you are low on time and absolutely must send out a bulk email, be sure to bcc all journalists and put your own email in the to.

Pitching journalists individually allows you to adjust your email to be relevant to the type of news coverage you are hoping for and adjust the information to what their audience might find most interesting.

There's no guaranteed "perfect" time, but journalists are generally more likely to see and act on pitches sent early in the working day and between Tuesdays to Thursdays.

5. Timing matters

For the best chance of coverage:

4 weeks before your event

- Identify relevant media outlets
- Prepare your media release
- Contact journalists with your story

1–2 weeks before your event

- Follow up with journalists
- Share reminders about the event
- Offer interviews or local perspectives

After your event

- Share photos and outcomes with journalists
- Let media know if the event had a strong turnout or meaningful community impact

6. Have a spokesperson available

It is always helpful to have someone available for comment or interviews.

Consider identifying:

- Your organisation leader
- Event organiser
- Speaker or facilitator
- A community member willing to share their experience

A good spokesperson can explain:

- Why the event matters
- Why these conversations are important
- What attendees can expect