



THE ART OF MEDIA ENGAGEMENT

GETTING STORIES IN THE MEDIA



WHO IS MARCIA DIXON?

Founder of MD Public Relations

Editor of Keep The Faith magazine

Former Religious Journalist at The Voice

Founder of Women's Breakfast/FB Group

Co-Founder of Music Success Seminars

Former organiser of Wise Women Awards

Recipient of Legacy Award for Service to Faith Community

Recipient of an MBE for Inter Faith Relations

FORMER CLIENTS

- Syco Music
- Sony Music
- NHS
- Christian Aid
- World Vision
- Street Pastors
- The YMCA
- BET
- The Metropolitan Police
- New Testament Church of God
- Tearfund
- Noel Robinson
- Zoe Records
- Redeemed Christian Church of God
- Church of God in Christ

WHAT IS MEDIA?

“Media describes **any channel of communication**. This can include anything from printed paper to digital data, and encompasses art, news, educational content and numerous other forms of information..”

BIBLICAL IMPERATIVE TO GET MEDIA COVERAGE



**LET YOUR LIGHT SHINE
MATTHEW 5:14-16**



**HOW WILL THEY HEAR
ROMANS 10:14**



WHY DO YOU WANT TO ENGAGE WITH MEDIA?

DO YOU WANT TO

- INCREASE awareness
- RAISE your profile
- PROMOTE an initiative
- REACH new audiences
- INFLUENCE public opinion



TYPES OF MEDIA

- Newspapers
- Radio
- TV
- Magazines
- Podcasts
- Websites



TYPES OF STORIES THE MEDIA COVERS

HISTORY MAKING STORIES Largest church to open in Britain for 100 years, First woman of colour walks across the Antarctic

HUMAN INTEREST STORIES Boy writes book about dealing with mum's cancer
Woman wins Best teacher award

STORIES OF NOTABLE ACHIEVEMENT
Coach voted LinkedIn Top Voice Gospel singer received OBE

ENTERTAINMENT STORIES Singer releases new album. Leading artist announces new tour

TYPES OF STORIES MEDIA COVERS

FEATURE STORIES: How faith community helping people in cost of living crisis

LOCAL STORIES: Local ecumenical charity raises money for children's charity

POLITICAL STORIES: Faith leaders support climate change advocates

ENGAGING MEDIA

- Follow journalists on social media
- Be strategic with your social media posts
- Create media list
- Send out press releases
- Pitch story ideas
- Offer to guest write a column/article
- Send letter to editor



EXAMPLE OF MEDIA PITCH

Dear Alice

Please see below a story you might be interested in featuring on your news show.

The Holy Archdiocese of Thyateira and Great Britain, part of the Eastern Orthodox church celebrates it's 100th anniversary this year. The diocese was formed in the aftermath of the 'Asia Minor Catastrophe' in 1922. There are 120 churches in the diocese , serving 700,000 adherents who worship in a number of languages including Greek, English, Ukrainian, Russian, Slovak, and Romanian.

Patriarch Bartholomew—spiritual head of the world's 320 million Orthodox Christians (Eastern) will be coming to the UK for celebrations, and whilst in London he will attend a prayer breakfast to meet church leaders from other traditions as well as visit work being carried out in the parishes, which includes a food bank that feeds 7000 people.

EXAMPLE OF MEDIA PITCH

The diocese also does extensive work with young people and supports efforts to end human trafficking and modern slavery

If you would like to do a story please do not hesitate to contact me.

Marcia Dixon

Tel: 07877 395955

WHAT ELSE WOULD I DO?

WRITE

a press release and send to national, regional and local media

FIND

a case study of someone who's been impacted by the diocese

BOOK

a professional photographer to take pics

WRITE

a press release after the Patriarch's visit and send to media with pictures

OTHER THINGS TO NOTE



Make time – engaging with media is time consuming



Know your stuff



When engaging with media don't say anything you don't want published



If asked for a quote send an email



Create a media kit

MD PR DETAILS

- Tel: 07877 395955
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