

If you have any queries about this information, please email [Helen Marsden](mailto:Helen.Marsden@cancervic.org.au), [Helen.Marsden@cancervic.org.au](mailto:Helen.Marsden@cancervic.org.au) PapScreen's Media and Communications Adviser or call 03 9635 5427.



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## Tips for placing ads and getting editorial coverage

### Placing ads

The advert containing your clinic details supplied to you by PapScreen Victoria is a print-ready PDF – it can be sent to your local paper as is.

It is a full-colour advert, designed to quarter page 4MW size as specified by Leader newspapers (as they are the largest community newspaper network and generally have the highest circulation).

As such, we would advise placing your advert in your local Leader newspaper where available.

Ads are placed at cost to your clinic.

### Leader newspapers

To place the ad in a Leader newspaper:

1. Visit <http://leader-news.whereilive.com.au/>.
2. Select your local paper using the drop down menu at the top left.
3. Scroll to the bottom then select 'Advertise with our newspapers'.
4. Call the 'Sales Manager' or 'Advertising Manager' contact listed.
5. Ask to place a 4MW ad in the main newspaper.
6. Request a page as near the front of the paper as possible.
7. Agree on the date you want the ad to appear and check the deadline.
8. Find out the cost to your clinic to place the ad – some papers may offer discounts as the ad is associated with Cancer Council Victoria.
9. Send the print-ready pdf ad supplied by PapScreen Victoria a few days before the deadline.

### Other newspapers

If you'd like to place the ad in other newspapers:

1. Call the newspaper's Advertising Manager or Sales Manager.
2. Check if the 4MW print-ready pdf ad is an appropriate size.
3. If yes, follow steps as above.

4. If no, you will need to have the ad re-sized at cost to your clinic. The newspaper's graphic designer will be able to do this to you, or you can use your own graphic designer if you have one.
5. Supply the graphic designer with the artwork file supplied in your media kit.
6. Once the ad is re-sized, follow steps as above.

### **Getting editorial coverage**

During the campaign, PapScreen Victoria will be sending a media release about the campaign to all local and regional newspapers and radio stations, and offering PapScreen Victoria spokespeople for comment.

If newspapers or radio stations request a local photo opportunity, PapScreen Victoria may get in touch with you to see if you can assist with this.

In order for you to gain extra media coverage specifically for your clinic and the extra screening services you are offering, a media release template has been included in your media kit.

### ***Steps to getting editorial coverage in newspapers:***

1. Insert the relevant statistics for your local government area, and your relevant clinic details, into the media release template.
2. Offer a spokesperson for interview from your clinic on the media release if possible, and indicate whether photo opportunities at the clinic are available. This will increase the chance of them running a story. Weekly local papers tend to do interviews and photos Tuesday–Thursday, for publication in the paper the Tuesday following.
3. Put the finished media release onto your clinic letterhead. Alternatively you could insert the PapScreen logo or your clinic logo.
4. Find out the editor's email address at your chosen newspaper and email the media release to them.
5. If you have paid for an ad, this is worth mentioning – suggest they could run an article next to it.
6. It is best to email weekly local papers first thing Tuesday morning, for publication in the newspaper the following Tuesday.
7. Follow up with a phone call Tuesday afternoon.
8. For daily newspapers, it is best to email early in the morning and follow up with a phone call late morning.
9. If the paper are interested in running a story, work with them to set up interviews and photo opportunities as necessary.
10. Brief your spokesperson – it is a good idea for them to have some key messages written down in front of them.

### ***Steps to getting editorial coverage on local radio:***

1. Insert the relevant statistics for your local government area, and your relevant clinic details, into the media release template.
2. Offer a spokesperson for interview from your clinic on the media release if possible.
3. Call your local radio station to ask who to send the media release to.
4. Email the media release – early in the morning is best.
5. If the paper are interested in running a story, work with them to set up interviews as necessary.
6. If they request an interview with someone from the clinic, it's worth checking:
  - a) If it will be a phone interview or if you need to go to the studio.
  - b) If it will be live or a pre-record. Either way, ask them if they can give you an idea of the questions your spokesperson will be asked.
  - c) If a phone interview, check if they will call you or you need to call them, and at what time.
  - d) Brief your spokesperson – it is a good idea for them to have some key messages written down in front of them.

### ***Tips for spokespeople***

Emphasise and repeat your key points as the journalist and people listening to the radio may miss them the first time.

In a radio interview remember to:

1. Have your contact number handy and read it out.
2. Speak clearly.
3. Try to keep 'ums' and 'ahs' to a minimum.
4. Keep sentences short and snappy. Radio journalists like 'grabs' or short sentences with high impact.

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