



Media Guidelines for Genuine Jersey Producers

A good news story is something which generates interest because it's:

- New
- Involves people/affects people
- People care about the subject

Journalists are always looking for new and interesting stories to cover. Even on a quiet news day, the media will still have the same number of pages and airtime to fill and will be grateful for story ideas.

Handled properly, the media can provide you with an excellent opportunity to promote your business, staff, products and the goals of Genuine Jersey. The benefits to you maybe increased sales, raised public profile or an opportunity to thank loyal customers or hard-working staff.

What makes a story?

There is no one answer to this but stories that do have 'value' are often:

- Dramatic
- Have good pictures
- Can be told simply and quickly
- Recent
- Affect a lot of people
- Involve famous or powerful figures
- Involves 'human interest'
- Controversial
- Bizarre, amusing or quirky

The types of stories which may involve you could be:

- Launch of a new product
- Involvement in Island events eg: food fairs, festivals, charity activities, competitions
- Success in awards, competitions etc...
- Business expansion
- New appointments
- Surveys/campaigns/trends – eg: increased interest in local provenance, food miles, Think Twice Buy Local etc..

DIRECTINPUT

ADVANTAGE THROUGH INSIGHT

So what do I do next?

Direct Input is a local PR company which has worked with Genuine Jersey since its formation. **Direct Input** seeks to achieve positive and effective media coverage for its clients through its excellent media contacts and understanding of how the media operates.

If you think you have a story people would be interested in please contact Kathryn Price or Paula Thelwell at **Direct Input** on: 735253 or by emailing: kathryn@directinput.je or paula@directinput.je

Direct Input will work with you to identify the story: **what** is it about? **who** does it affect? **how** will it work? **why** is it interesting? **when** is it happening?

Direct Input will agree which media will be interested in the story - will it make a good photo opportunity or do you have interviewees that will come across well on radio and/or TV? When thinking about photo opportunities it's important to make them as interesting and exciting as possible.

Finally, **Direct Input** will decide with you what you want the story to achieve. Ideally it is best to identify two or three key messages you wish to get across. Examples of these could be:

- **Look for the Mark before you buy**
- **Genuine Jersey is the guarantee of local provenance**
- **Buying GJ is an informed choice which enables consumers to support the local economy, embrace seasonality and reduce carbon footprints**
- **Genuine Jersey connects the community and provides a showcase for the diversity of local goods**

The media provide you with a great opportunity to reach a wide audience with information that people trust and respect. What makes it different from advertising is that news is seen as impartial and ultimately more believable.

Next time you think you may have a good story to tell, contact **Direct Input** and we will help you maximise the opportunity.