

# Don't be shy

What you're doing is amazing, and we're sure others will think so too. Local papers, regional radio and TV stations – there are so many ways you can share your story and let everyone know how you're helping to transform thousands of young lives.



[DofE.org/challenge](https://www.dofe.org/challenge)

## 1. Contact your local paper

Send your local paper an email outlining who you are, what you're doing and why. Make sure to focus on the most exciting part – are you trying to break a record? Is your challenge unique? Do you have a personal story that ties into why you're doing a challenge for the DofE? Use the press release template provided in the 'Resources' section of the website as a guide.



## 2. Picture perfect

Most newspapers will want a photo to bring the story to life. Sending a mix of formal and informal shots provides a few different options for the journalist. The photo needs to stand out from the crowd, and be of high resolution (more than 3MB in size).



## 3. Get radio ready

Don't be scared to call your local radio station and have a chat to one of the producers. Be ready with a short but interesting pitch as to what you're doing and why. If they like what they hear, they'll line up a time to interview you.



## 4. TV time

If your challenge is going to be very visual, your regional TV station may be interested in coming along. TV thrives on lots of interesting shots, so if you've got something exciting happening, call or email the TV station and tell them all about it. You could end up being a local TV star!

