

PR AND MEDIA – SOME BASIC GUIDELINES

The main PR and media tools that you may need to use are **press releases** and **photo requests**. Basic guidelines are outlined below, but you could also use the **press release template** enclosed. A list of **media contacts** is also enclosed but if you need further advice please contact the Greenwood Team on 01623 827323.

General steps to publicise an event

- 1 Write press release**
- 2 Contact the media to check who to send the press release to**
- 3 Issue release with photo request included approx 2 weeks prior to event**
- 4 Contact photo request diary at chosen newspapers**
- 5 Check that press release has been received and whether press will attend event**
- 6 Contact the picture desk 2-3 days prior to the event to see if they will be attending.**

1. Press Release & Photo request

- Try to think of an angle to your story that will grab the editor's attention. This could relate to a national story or shock tactics – try to paint a picture
- Make sure the key points are in the headline and first paragraph as this may be all that gets printed
- Always check this list to make sure you have included important information.
 - What is the event?
 - Where will it take place?
 - Who is involved?
 - Why are you doing it?
 - When will it be happening?
 - How would you like people to respond?
- Try to make the press release fits onto an A4 page. Once you have written it re-read it and edit out any unnecessary information.
- Use A4 paper with your contact details on the top and leave a 5cm space at the top for editors to write instructions. Try to space out text by 1.5 lines and use a no nonsense type face like Arial 12 pt. Also leave a left margin of approx 3.5 cm

- Always put the date of the release at the top of the page
- Avoid jargon, acronyms and technical language.
- Try to include a quote from a named individual. Include their job title, position in the group and organisation.
- Make sure you include any information that partners or funders ask you to include and name the funders of the project. This very often gets missed out of the final story, but at least you have done your bit.
- Make the end of the press release clear by typing “ends” underneath the last line.
- Then write your contact details and telephone number under “for further information”
- If you would like the press to attend to take a photograph type “Photo request” then the time, place and who will be in the photo and what they will be doing. This sounds like duplication but is necessary
- If you are sending a press release and photograph, that you have taken, **after** the event, make sure you have the permission of everyone in the photo and name people in the picture from left to right with their title and which group or organisation they come from. If the photo is of children or vulnerable adults it is better not to include individual names.
- Keep a copy of the release together with a record of where and when you sent it. Also send the release to anyone else involved in the organisation for the event including funders.