

Staffordshire Local Community Fund



Publicity Guidance



Introduction

Publicity is an important part of your project. It not only tells people all about your new initiative, but it also helps them to understand how the community will benefit.

It is really important to tell people how Staffordshire County Council is spending their council tax.

Shouting about your project and how it has been funded will also encourage more people to apply for funding and help more community projects in your area.

Gaining positive publicity will be easy. Your project is for the good of the community so it's a great news story. This publicity pack will guide you through the publicity process.

What you need to do

What you need to do depends on the amount of money you have been granted from the Staffordshire Local Community Fund (SLCF).

The grant is made on the basis that you (the grantee) agree to acknowledge the support of Staffordshire County Council by using the council logo when producing any form of public material, including press releases, leaflets, posters and signage. If your project has a website, our logo must appear on the home page.

The grant is made on the basis that you (the grantee) will commit to pro-actively generate publicity that acknowledges the county councillor and the county council. This will include, but is not limited to the following:-

For recipients of all amounts of money:

- We will supply you with a certificate to display that acknowledges the county councillor's contribution (see page 9 for sample certificate)
- We ask you to use the county council's logo on all new signage produced
- We ask you to use the county council's logo on all posters and leaflets produced that publicises any events using funded facilities

In addition to the above list we ask recipients of amounts above £1000 to:-

- Produce a press release and liaise with local press. You can find contact information for the local press in your area by visiting our website at www.staffordshire.gov.uk/yourcouncil/slcf/publicity/media/. Your county councillor must be invited for comment and to take part in any photo opportunities.
- Complete the media checklist, which you will receive when your grant is paid, and return it either by post in the prepaid envelope or e-mail to lynne.coates@staffordshire.gov.uk



Publicity

Publicity is the act of contacting the media (i.e. newspaper, magazine, TV and radio journalists) to persuade them to write a story about you. It helps you to reach more people than you could ever do personally. For example the Express and Star in Stafford has a daily circulation of over 143,000. That's an awful lot of people who could read about your project!

It's up to you to tell the journalists about your project and give them lots of different 'news angles' or different stories to publish.

Before you contact a journalist, you need to be clear about what your objectives for your publicity are.

Why are you contacting the journalist?

What do you want them to do? Do you want them to come out and interview you or write an article about your project?

What do you want to say? What are your key messages?

What do you want them to do? Do you want them to come out and interview you or write an article on your project?

Is it the right time to contact the journalist?

They may want to take photos, so make sure there is something to see of your project, whether that's just someone holding the plans of your new shelter or the first sod cutting of your new countryside path.

What journalist should you contact?

Have a look on our website to find out who the local press contacts are that cover the area where your project is based, and contact them. Don't contact every journalist in the county, though. Journalists in Burton are unlikely to be interested in a project in Wombourne.



Putting together a Press Releases

Press releases are the best way of providing the journalist with a news story and the information that they need.

A press release should never be more than two pages long and the less the journalist has to edit the press release, the more chance you have of getting it published or broadcast.

A good press release is easy to put together – just follow these simple rules:

What the story is

Make sure you tell them what the story is/what the 'news angle' is in the first paragraph. Keep it short and simple but make sure it covers the following:-

- What the story is
- Where it is happening
- Who is involved
- Why the event is happening
- How it will help

Explain to the journalist what the 'human interest' is by using quotes, maybe from people who will benefit from your project.

Approach the county councillor who has provided your grant to provide a quote for your press release.

Provide some contact details of people who can give more information if the journalist wants it. Try to provide contact details of everyone who is quoted on the press release.

Arrange a time when there's something visual happening to invite a photographer along for a photo opportunity.

Some papers are printed daily and others weekly. Send your press release via e-mail in plenty of time before your photo opportunity or the newspaper's deadline. Give them a ring after you've sent it to check that they have received it.

The press release template on the next page will give you ideas to put together a press release of your own.



Press Release template

News Release (Label as News Release)

Photo opportunity- Cllrs as a Rock group! (Put details of your photo opportunity here) Tuesday 19 February, 12.30pm

Music festival to receive major cash injection (Include short title)

Stafford's biggest celebration of music is to receive a big helping hand on Tuesday (19th February). (Include news 'angle,' i.e. 'the story', in the first paragraph).

All four of Stafford's county councillors have clubbed together to present the Chairperson of the Stafford Music Festival Society, Ralph Cooke, with a cheque to the tune of £4,000 to make this year's festival bigger and better than ever. (Include what is happening and why here)

(Add councillor names here) have each contributed £1,000 from their Staffordshire Local Community Fund allocation to help to build on the massive success that the festival has seen in previous years.

The Staffordshire Local Community Fund is an initiative which supports communities directly through local county councillors. Each councillor has £10,000 a year to allocate to groups and organisations in their division to provide and improve locally important services and promote community pride. (Please make sure this paragraph is in your press release in this exact wording).

Cllr (add name of any other councillors here), county councillor for (add division, e.g. Stafford north, here) is passionate about the festival and its contribution to the community.

"The festival is always hugely successful and brings the community together in a celebration of music, poetry and performance which is really unique. 2010 will be the festival's seventh year, but it still remains loyal to its original aim of boosting community spirit with an extravaganza of entertainment for the whole family. (Make sure you contact your county councillor to get a quote for your press release).

Ralph Cooke, Chairperson of the Stafford Music Festival Society, said:

"The Festival is very grateful for the councillors' funding from the Staffordshire Local Community Fund operated by the county council. The event gives so much pleasure to so many people, and will help to really keep music alive! (Include a quote from yourself or someone who will/is benefiting from your project or initiative).

This year's festival runs from xxxxx to xxxx. Information on the festival is available at the Society's Internet pages at xxxxxx (Include any relevant details about your project or initiative).

More information on the Staffordshire Local Community Fund is available at www.staffordshire.gov.uk – just click on 'Your Council' and 'Staffordshire Local Community Fund.' (Please include this on your press release so that others have the chance to apply for a grant!)

Ends

For more information, please contact xxxxx on xxxxxxx (Make sure you include your contact details so that the journalist can ring you up with any questions they may have).

Photo opportunity

Tuesday 19 February at 12.30 pm – Outside Stafford Performing Arts HQ, The Green, opposite the Apollo Cinema, Stafford All four councillors will be dressed as a Rock group and will present the Chair of Stafford Music Festival, Ralph Cook with his cheque (When and where the photo opportunity is)



Sending your Press release

You will need to send your press release out via e-mail. All the press contacts you will need and their e-mail addresses are available on our website

www.staffordshire.gov.uk/yourcouncil/slcf/publicity/media/.

Unlike a standard e-mail you will want to add all the e-mail contacts into the Bcc box (Blind Carbon Copy). By using the Bcc box it will ensure that a contact like the Express and Star won't be able to see the other contacts you've sent the press release to.

In the subject box just include the heading '**Press release**' and the **title**.

Remember to attach a copy of your press release to your e-mail as well as copying and pasting the text into your e-mail (including logos). This gives the journalist two ways to easily access your press release – some don't receive attachments.

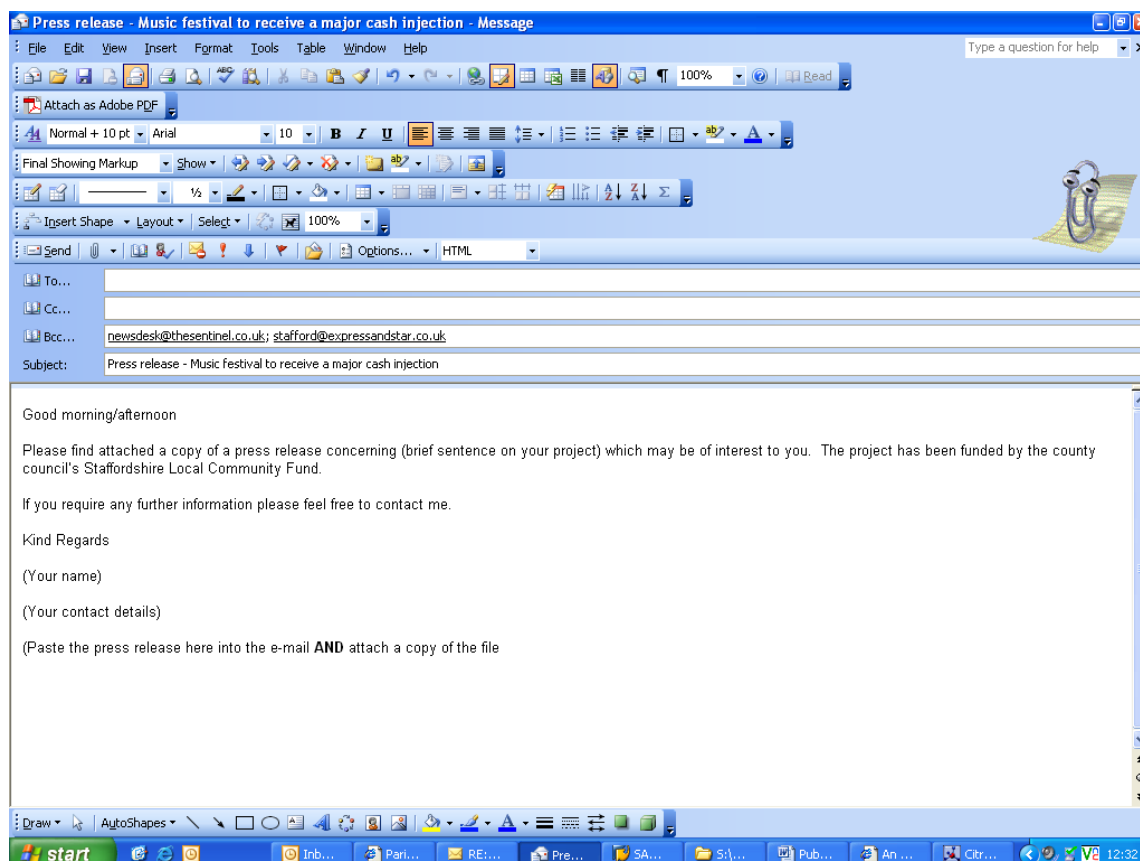


Photo Opportunities

Arranging a photo opportunity is a great way of increasing the amount of publicity your project or initiative receives. Newspapers often like to use engaging photographs to accompany a story, it provides a visual element and helps to gain the reader's interest. If a journalist is interested in your story, they may want the chance to come along and take some photographs, so we recommend that you set up a photo opportunity for your project or initiative and then make sure you mention this within the press release.



When you arrange your photo opportunity firstly make sure the county councillor who provided you with the grant can attend. Try to get the SCC logo into the photo by using the certificate that will be sent to you or other branded material.

Secondly make sure there is something interesting and visual for the photographer to see. Think about the types of photographs you see in your local newspaper.

Make sure that anyone in the photos is aware that they could be used in newspapers, magazines or on the Internet and get their permission.

We will include photographs and details of your project on our website. Just e-mail photographs and your press release to lynne.coates@staffordshire.gov.uk



Remember that parental consent must be given to anyone in a photo who is under 16. A consent form is available at the end of this booklet.



Radio Interviews

People will remember your project better if you don't try and overload them with too much information. Think of the three main messages you want people to remember and try and get this information into the interview as many times as is practical.

Other tips

- Use simple language – no jargon
- Most interviews are pre-recorded so don't worry about stumbling
- Your project is a great news story – you won't be asked awkward questions but don't be drawn on topics that you don't know about
- Think about the questions you'll be asked and how you could answer them
- Be enthusiastic about your project
- Make sure you talk slower than you would do normally

TV Interviews

If you approach the TV stations just remember that they have to broadcast stories of interest for the whole of the Midlands. If your project is quirky or really interesting though, it may be worth a phone call! But TV stations change their stories very quickly, so don't be disappointed if they do not cover your story.

Also remember that there must be a very visual element to your story to get TV coverage. Think about what you'd need to show if you were a TV journalist.

Publicity Events

Publicity events are another exciting way to draw attention to your project or initiative. The best events give the public and/or journalists a look at your project or initiative before it has officially opened.

For example you have produced a new youth shelter or other building, write a press release and call a photo opportunity for before the official opening day. Hopefully the journalist will then write a piece that will be timely enough to draw attention to when your service can be used. You may want to hold an event to celebrate some sort of award presentation. The opportunities are endless!

Keeping a record

Staffordshire County Council needs to prove that taxpayer's money is being spent correctly. For audit reasons we ask you to provide copies of all the receipts that you collect and all press coverage you receive.

When you receive your grant you will be sent a media checklist which asks you to provide us with copies of press releases, newspaper articles, photographs relating to your project.

Staffordshire Local Community Fund

XXXX

has been supported by

County Councillor XXXX

and Staffordshire County Council through the
Staffordshire Local Community Fund



Standard Photography and Video Consent Form

Name of child: _____

Date of birth: _____

Please tick the relevant boxes and sign below in all instances where you give your consent for photographic images of your child being used. Please also indicate whether you consent to your child's name being associated with their image.

	Agree to: Use of Image	Agree to: My child being named
In media coverage		
On county council websites		
On this projects website		
In any county council printed Publication		
On printed publicity produced by this project		

I confirm that I have read and agree to the terms contained within this Consent Form.

Signature: _____

Date: _____

Send the completed form to Lynne Coates, ICT and Communications Officer,
Staffordshire County Council, County Buildings, Martin Street, Stafford ST16 2LH.

Remember to keep a copy yourself.

