



Media Guide

HOW TO GENERATE PUBLICITY FOR YOUR CHARITY



Contents

About the Lloyds TSB Foundation for England and Wales	2
About this guide	2
Why tell the media about your work?	3
The different types of media	3
What makes a good news story?	4
How to write a press release	5
Example press release	6
How to issue a press release	7
How to find a publication's contact details	7
Following-up your press release with a journalist	7
Photographs	8
Picture captions	8
Other ways to communicate with the media	9
Building on success	10
Top tips summary	10
Working with the Foundation's team	11
Further information	12



About the Foundation

The Lloyds TSB Foundation for England and Wales is one of the UK's leading grant makers. We fund small and medium sized registered charities working at the heart of communities to tackle disadvantage across England and Wales.

About this guide

This guide has been produced to help the charities we work with raise awareness about the important work they do. It is full of tips and practical advice that will help you get the most out of the media and generate publicity about your organisation.



Why tell the media about your work?

A story in the local newspaper or a mention on the radio can be a very effective way of raising awareness about your organisation. If people have heard about the great work you do they're more likely to want to get involved in your organisation – whether that's making a donation, volunteering their time or spreading the word about your charity.

The different types of media

There are various types of media all with different functions, audiences and ways of working – below is a brief overview of the main types you're likely to come across. When contacting the media you'll need to consider which will be most appropriate for your story and bear in mind that you may not need to approach all of them.

■ National newspapers

- Wide reaching.
- Interested in national stories.
- The news desk will be the main contact unless you have a specific issue-based story then you will need to contact the journalist or reporter who covers the topic your story relates to i.e. education, fashion, sport, music.

■ Regional/local newspapers

- Influential in the community, wide circulation.
- Interested in stories with a regional/local focus.
- For news stories contact the news desk. For invitations to events the paper might have a forward planning or diary desk, but if not, again speak to the news desk. If you have an interesting story about one of your beneficiaries, or the changes and benefits you have been able to achieve, contact the features editor.

■ Trade press

- These are specialist publications that deal with a specific issue, for example Third Sector specialises in news about the not for profit sector and Children and Young People Now provides news and information for people working with children.
- Useful if your story relates to a specific field, for instance if you have a story about disability or a mental health issue.
- The editor or news editor will be the main contact.

■ Local radio

- Local focus.
- The story would need to come across well on radio, so you will need to be able to offer interviews with people or sound bites from speeches.
- If you have a particular programme you would like to target contact the producer, if not contact the news desk.

■ Local TV

- Local focus.
- This needs to be a visual story so something like an event or opening with lots of action and plenty of people attending would work best.
- If you have a particular programme you would like to target contact the producer, if not contact the news desk.

■ Digital media

- The internet is an effective and inexpensive way of dealing with a wide audience.
- Social networking sites such as Twitter and Facebook can be a useful and easy way of communicating with an audience and are both straightforward and free to set up.
- Blogs are also a great way of getting your organisation's name out in the public domain.

What makes a good news story?

The media is a very competitive arena with hundreds, if not thousands of organisations similar to yours wrestling for column inches – so you will need to stand out from the crowd.

Before you contact the media you will need to think carefully about your story and how 'newsworthy' it is. A good place to start is by reading the newspapers and listening to the radio. Take notice of the headlines and think about what kind of stories the media are interested in and why; what do you think caught the journalist's eye or ear?

Think about whether your story meets any of the following criteria (if you can answer 'yes' to two or more you've probably got a news story):

- Is it something that will affect a lot of people in the local area OR is it something that will affect thousands of people nationwide?
- Is it original, is it new?
- Does it link to a national announcement or breaking story?
- Does it involve a celebrity?
- Will it provoke a reaction in people – will it make them angry, upset or happy?

Once you are sure you have got a 'newsworthy' story that the media might be interested in you need to think about how you are going to present this information. The most common way of doing this is by sending the media a press release, which is a news announcement or statement. A press release usually follows a set format that will lay out the main points of the story in a clear and succinct manner.



How to write a press release

A press release should be as interesting and concise as possible. Try to write the press release as if you were a journalist and not someone from your organisation. Make sure you proof read your writing for any typos or spelling mistakes, it is a good idea to get someone else to check it too. If a newspaper decides to use your press release they may only use parts of it and will cut from the end of the release so make sure that you have the main points of the story covered in the first paragraph.

You will need to include the following in your press release:

Name of organisation

Date/embargo details

Embargoed means you do not want the story to run before a certain date.

Headline

Keep this short and punchy.

First paragraph

The golden rule for an effective opening paragraph is to make sure that it tells the story in two or three sentences.

Second paragraph

Use the second paragraph to explain the key elements of your story. Make sure you cover who, what, where, when, why and how.

Third paragraph

Your press release should also include quotes from one or two people involved in your story, perhaps the main contact at your charity and one of your beneficiaries. Quotes need to be lively and concise for a journalist to use them.

End

Put the word 'ends' at the end of your press release to let journalists know they have all the text.

Contact details

Underneath the main body of the press release include the name and contact details of someone at your organisation who can be contacted. Do make sure that the listed contact will be around when the release is issued and not about to go on holiday.

Note to Editors

At the end of your press release include a 'Notes to Editors' section with any additional background information about your organisation (including website address) which might be useful to them. This allows you to keep the press release as short and punchy as possible.

Example press release

Organisation name/logo

Press release

(insert date)

YORKSHIRE CHARITY RECEIVES VITAL FUNDING BOOST FOR UNEMPLOYED

HEADLINE
should be
uppercase
and bold

Yorkshire charity, the North Leeds Support Centre, has been awarded a grant of £25,000 for its work aimed at helping people back into work.

The North Leeds Support Centre provides training and support for the local community and runs a range of services including basic literacy and numeracy training as well as support and advice for those looking for work.

BODYTEXT
should be 1.5
line spacing

This year alone the charity has run 53 courses for over 400 people. The three year grant will help fund the salary of its Manager, who coordinates the training courses and promotes the service to the community.

Joe Bloggs is the Director at the North Leeds Support Centre, he says: "Giving people the chance to develop their skills and learning is crucial in unlocking the vicious cycle of unemployment. This funding will help us support many more people back into employment."

Jack Frost is the region's Grant Manager at the Lloyds TSB Foundation for England and Wales, he explains: "As a grant maker the Foundation is committed to providing core funding for salaries and other necessities to small, community charities, like the North Leeds Support Centre, to ensure they can continue to deliver their vital work."

- Ends -

For more information about the North Leeds Centre,

please visit: www.northleedscentre.org.uk or call: Joe Bloggs on 0555 555 555 or

email: joe.bloggs@northleedscentre.org.uk

Notes to Editors:

- The North Leeds Centre was founded in 2000 by Joe Bloggs. The charity works with the local community to help unemployed people back into work.
- The Lloyds TSB Foundation for England and Wales is one of the UK's leading grant makers. The organisation funds small and medium sized registered charities working at the heart of communities to tackle disadvantage across England and Wales.
- Full information including criteria and guidelines are available at www.lloydstsbfoundations.org.uk

**INFORMATION AND
NOTES TO EDITORS** should
be single line spacing

How to issue your press release

Once you have written your press release you will need to decide:

- **When** to issue the press release. Different media have different deadlines and you should try and find out the best time to send a release. If the paper is a weekly, then this is usually a couple of days before publication.
- **Which** publications to send the press release to. You need to make the story relevant to the publication – local media want local stories.
- **How** to issue the press release. The best way to deliver a press release is via email, if you don't have access to a computer see if someone else can send it on your behalf. If it isn't possible for you to access a computer you could fax it over, or as a last resort, post it.

How to find a publication's contact details

Look in the publication you are trying to contact as it will publish the main contact details. If you don't have a copy to hand check online to see if the publication has a website, which usually includes a contacts page.

There are also free services, such as Journalisted, a not-for-profit website, which list contact details and links to articles written by journalists. For a list of local or regional publications in certain towns, counties or government regions try the Newspaper Society Database online.

Following-up your press release with a journalist

Following-up a press release with a journalist is often called 'selling' or 'pitching' your story. Get this wrong, and you will have wasted all that hard work putting the press release together and a golden opportunity to gain valuable publicity for your organisation.

Here are a few handy tips that will help ensure your pitch is successful:

- **Do your homework** – know the media you are pitching to, make sure you know the type of stories it covers and that you know your story inside out.
- **Timing** – you need to make sure you contact the media you are targeting at the right time. For instance, if you are contacting a daily newspaper it is best to contact them in the morning before lunchtime, as they will be busy with deadlines in the afternoon. If you are contacting a weekly publication try to find out when its deadline day is (often referred to as 'press day') and be sure to contact them well before that.
- **Keep it short** – you should be able to present your story within one to two minutes. Imagine you have stepped into a lift with the journalist and you need to sell them your story within the time it takes to ride the lift.
- **Don't be put off** – do not be offended if the journalist doesn't engage in a long conversation with you, they are very busy people who are often inundated with telephone calls and emails, but remember they rely on people contacting them with news to fill up their publication.
- **Don't promise something you can't deliver** – this could come back to haunt you and the journalist is unlikely to want to hear from you again. Think carefully about what you will be able to offer journalists before contacting them and be honest about what you can do.



Photographs

Newspapers are always looking for interesting pictures to liven up their pages and having a good picture to accompany your story increases its chances of being used. Look at the media you want to target to see what type of photographs they tend to use. Most newspapers no longer use 'grip and grin' cheque presentation pictures; they are more likely to be interested in photographs that show your beneficiaries in action. Taking a picture of your users at a workshop or taking part in an event is better than a staged line-up shot.

If you can afford it, you can pay for a professional photographer to take pictures for you. Bear in mind that the press may not use them, so if your budget is tight we would not recommend doing this unless you can use the picture for others purposes, such as a newsletter.

It is always a good idea to take some pictures yourself, but remember they need to be a good quality high resolution picture and the publication will probably ask you to send them as a JPEG file via email. Ensure you have written permission from your beneficiaries to use any photographs taken by your organisation or the media, especially if you work with children or vulnerable adults.

Picture captions

If you send a picture to your local media remember to include a picture caption for each image sent. Captions need to include the names of the people in the picture (left to right or clockwise) and their job title/why they are relevant to the story, where they are and a very brief outline of what they are doing. The whole caption should be no more than two sentences.

Other ways to communicate with the media

There are many ways to communicate with the media and a press release is just one of them. You could also try contacting the media if you are holding an event or have a great story about one of your beneficiaries. Again the best way to send them information is via email, so if you do not have access to a computer see if you can borrow someone else's.

Event notice

If you are holding an event that might be of interest to the local media, whether it's the opening of a new building or a MP meeting some of your beneficiaries, it is worth inviting them along. Contact the newspaper's forward planning desk, if they have one, or the news editor at least a week before the event to see if they or one of the reporters from the publication would like to attend. They might ask you to send further information in which case make sure you include details of when and where the event is, who is attending and what the event is for.

You might find that the journalist is interested in your event, but is unable to attend. If this is the case offer to send the journalist some images of the event alongside captions and a press release the day after it has taken place.

Feature pitch

Often the most powerful way of raising awareness about your charity is through your beneficiaries. Journalists will often want to hear from the 'real' people who have benefited from your charity's work. If your work has achieved some great results or one of your beneficiaries has an interesting story to tell why not let the media know about it? The best way to go about this is by putting together a brief case study detailing the facts about the beneficiaries or the results you have achieved.

Include the following details:

- Background about the individual/s profiled.
- Explain what your charity does.
- What has been achieved; facts and figures are a good way of presenting this i.e. 10 beneficiaries have gained an accredited award, antisocial behaviour has reduced in the area or 20 more older people are able to access a particular service.
- Quote from a beneficiary about what this work has meant to them.
- Don't forget to mention if there is something unique about the services you provide (i.e. only disability centre in area) or if you are working in partnership with other organisations or the local authority.

Once your case study is written, email the features editor or features writer at the publication you are targeting with a brief synopsis and – only if you're able to deliver – the offer of photographs or interviews. Follow the email up with a phone call to see if the journalist has received your email and if they'd be interested in profiling your case study. If yes, great news, if no try and find out what types of stories they are interested in.

Building on success

So you have targeted the right media, pitched to perfection and your story has received coverage, but do not leave it at that – build on your success. If you have made contact with a journalist and they have been receptive and interested in your work keep in touch. Send them invitations to any events or openings you might be planning and remember to contact them the next time you have a story.

Always be thinking about the next story you could pitch to the media. Remember that a story featured in the local newspaper or evening news is more than just fifteen minutes of fame, it is a powerful way of driving interest to your organisation that could change it forever.

Top tips summary

1. **Get to know the media** – start reading newspapers, watching the news and listening to the radio to get to know the sort of stories they cover.
2. **Think like a journalist** – keep your eyes and ears peeled for newsworthy stories and keep your press release short and punchy.
3. **Get organised** – know your story inside out and think about the sort of questions you might be asked when you are pitching it.
4. **Place your story appropriately** – make sure you target the right people at the right media, do not try and sell a local story to a national paper or the sports correspondent a story about local unemployment.
5. **Don't stop there** – if you are successful at achieving coverage use this and build on it, keep in contact with the journalist involved and make sure you contact them next time round.



Working with the Foundation's team

The Foundation has a dedicated communications team who are happy to offer further advice or talk about any publicity ideas you have. Please feel free to contact a member of the team by calling the main office on 0870 411 1223 or emailing media@lloydstsbfoundations.org.uk

If you are going to refer to the Lloyds TSB Foundation for England and Wales in any written material, please ensure the following:

- On first mention of the Foundation use the full name, which is: the Lloyds TSB Foundation for England and Wales, thereafter you can refer to the organisation as the Foundation.
- If you are acknowledging a grant please use one of the following phrases: 'supported by', 'received' or 'awarded a grant from'.
- If you want to use the Foundation's logo in any of your marketing materials you can download it from our website at the following link: www.lloydstsbfoundations.org.uk/PressandMediaCentre/Pages/Logos.aspx
- Should you choose to use our logo the correct wording to accompany it is: 'supported by the Lloyds TSB Foundation for England and Wales' or 'with the support of the Lloyds TSB Foundation for England and Wales'.

There are a number of press releases on the Foundation's website which you can view at: www.lloydstsbfoundations.org.uk/PressandMediaCentre/Pages/LatestNews.aspx



Further information

There are a wide range of organisations that provide media training, advice or support. Here are some that you might find particularly useful; it might also be worth contacting your local CVS to see if they can provide you with any local contacts.

- Media Trust (www.mediatrust.org)

Provides communication and media training to the third sector and hosts networking events.

- Charity Comms (www.charitycomms.org.uk)

The body for charity communication professionals. The organisation runs seminars, conferences and training events.

- AskCharity (www.askcharity.org.uk)

An online charities contacts book for media professionals; charities register their details for free to receive requests for information that they can respond to.

- CSV (www.csv.org.uk/training/media-skills)

The UK's leading volunteering and training charity. Provides training in media relations including interviewing and public speaking skills.

- CIPR (www.cipr.co.uk)

The professional body for PR practitioners in the UK. CIPR provides training in professional qualifications as well as events, seminars and workshops.

- The Henshall Centre (www.henshallcentre.com)

Provides short vocational training courses in PR and communications.

- NAVCA (www.navca.org.uk)

A membership body for local support and development organisations providing professional training, advice and support.

- NCVO (www.ncvo-vol.org.uk)

The umbrella body for the voluntary and community sector in England runs training and conferences in marketing, PR and communications.

The Lloyds TSB Foundation for England and Wales

Pentagon House, 52-54 Southwark Street, London, SE1 1UN

Phone: 0870 411 1223 Fax: 0870 411 1224 Website: www.lloydstsbfoundations.org.uk

The company is limited by guarantee

Registered in England and Wales: number 1971242. Registered charity number: 327114

Registered office: Pentagon House, 52-54 Southwark Street, London, SE1 1UN