

Get Noticed



BIG
LOTTERY
FUND

LOTTERY FUNDED



Publicity guidance

Publicity is important. It enables your project to tell people who you are, what you're doing and how their community will benefit.

The Big Lottery Fund has a duty to inform the public how our Lottery money is being spent, and to do this we need your help. We have created these publicity guidelines to help you meet these objectives.

How to create effective publicity

To get positive publicity you should know the following:

1 Be clear about your objectives

Before you start, think about your objectives, and ask these questions:

- Why are you going to do it?
- What do you want to achieve?
- What are the key messages?
- Is now the right time?
- Have you got enough people to do it?
- Who is the target audience?

2 Plan what you want to do

- Timing is important. You may want to get publicity in weekly, evening and daily papers, so be aware of the days and times they are published and their editorial deadlines.
- Be aware of how much time and effort is needed to write a news release and nominate a spokesperson. Make sure that someone in your group will be available to speak to the press and can do radio and TV interviews.
- Make sure that your announcement is not before Big Lottery Fund's embargo date. An embargo means that the information cannot be made public before the specified time on the press release. Using embargoes helps because it means the media get the information in advance of the event, enabling them to plan.

3 Involve people

- Share ideas for publicity with members of your group and encourage their input.
- Agree what the key messages will be.

- Before you send a news release to the press, ask someone to read it to check for spelling mistakes and factual accuracy. Especially check that the time, date and place are included.
- Before you invite journalists to visit your site, ask members of your group if they want to be there and get involved by having their photograph taken or being interviewed. It is important that anyone who is going to be photographed has signed a photography consent form. We have put one on our website for you to download www.biglotteryfund.org.uk/granholders

4. Do it

- Check media contact details and how they like to receive their releases- via email or fax?
- Follow up your distribution with a phone call to check they will be coming to your event.
- Be there to meet the press, and introduce them to everyone who has a good story.
- Make sure that you have given them the key messages about the project.

5 Monitor the results

It is essential for you to monitor your coverage so you can gauge what did and didn't work for future efforts.

- Keep newspaper cuttings about your project in a safe place.
- Record any radio and TV interviews.
- Review the coverage you get against your objectives.



Grant acknowledgment

- Your Big lottery fund grant must be acknowledged at all times, especially at any event you host where there may be media representation. Please ensure that our logo is clearly visible in photos and screen shots. This can be achieved by using our grant acknowledgement materials such as plaques and banners. The grant acknowledgement order form for these items is on our website www.biglotteryfund.org.uk/granholders or by contacting the branding team (contact details on page 8).
- Our logo should appear on news releases. An example of how to position this is on pages 6 and 7 of this booklet. The logo can be downloaded from the recipient area of the website. If you have your own press release template, please ensure that our logo appears on it. We have also produced a word template press release with our logo already on it. It is on the grantholders section of our website.
- You should properly attribute Big Lottery Fund in any publicity. Don't just say lottery money, BLF or the Fund.
- Big Lottery Fund has specific text to use when describing who we are and our work.

Standard text for press releases and publicity

The Big Lottery Fund distributes half of the National Lottery good cause funding across the UK. The Fund is committed to bringing real improvements to communities and the lives of people most in need.

Organising your events

Special events

We are always delighted to hear about any events you are holding, such as opening ceremonies, parties, anniversaries and visits by celebrities and politicians. We may be able to send representatives from Big Lottery Fund along to such events, or feature particularly innovative stories in our newsletter.

We can supply promotional material for your project openings such as balloons and t-shirts. You can obtain these by completing the marketing merchandise order form on our website www.biglotteryfund.org.uk/granholders or by contacting the marketing team. Their details are on page 8. Please allow two weeks for delivery of these items.

1 Give them what they want

You stand a much better chance of getting your story printed/on air/ on TV if you give reporters the information/photo opportunity/news angle they require.

The less work a reporter has to do on a story the better. Here are some tips:

- Ensure that the news angle is in the introduction to your press release. Remember: WHO, WHAT, WHY, WHEN, WHERE, HOW.
- Keep it short and simple but ensure that all the facts are there.
- As much as possible try to find the human-interest angle and back it up with a quote. For example, include quotes from those who will benefit from this fantastic new project within your community. Use case studies if you have them to bring the story to life.
- Contact numbers should be included on the release if more information is required. Also try to include contact numbers for all people quoted on the release.
- Attach a map and directions and a telephone number in case a journalist gets lost.
- Different newspapers have different deadlines. If you are planning an announcement/launch ensure that it meets the deadlines of the newspapers in your area.
- If you are inviting a photographer/reporter to an event, ensure that you arrange a time when something is happening. Don't make them wait for the story.

- Try to time photo-calls for mid-morning. This way the photographers will have time to process or edit images for the next day's papers.
- Bear in mind the style of a newspaper when requesting photographers. Don't have people standing in a row smiling at the camera for evening/daily newspapers – they won't use them. Cheque presentations are fine for local papers but not regional or nationals – try to think of another angle to interest them.
- With radio and TV try to think of sound effects/visual images when planning a launch – the reporter will be much more interested in attending an event that is more than talking heads.
- Give as much notice as possible to meet deadlines and try to accommodate reporters by providing the human-interest angle to the story rather than just the 'grey suits'. Make some calls the day before a launch to ensure the media can attend.

Big Lottery Fund's website has press releases (in the recent news section) if you need any more help. Note the web format is not the same as the printed one.

You'll need to make a list of media contacts and update it with information about journalists, their deadlines and contact details.

Frequently Asked Questions



2 Photo-calls

An unusual setting, a celebrity or an eye-catching event can provide the opportunity for a photo-call.

- Add the information to the media release – put Media Release & Photocall on the top right-hand side, above the date, and highlight the relevant information in bold at the start of the release.

If inviting a journalist to a site where health and safety could be a concern, such as a building site or outdoor area with uneven surfaces, ensure that they are briefed in writing about this beforehand.

3 How to be a good press interviewee

Know your audience – make sure you know who you are doing the interview for.

- Decide two or three key messages that you want to put across to achieve your objective, eg how the funding will benefit your community.
- Consider what questions you are likely to be asked and how you will answer them.
- Paint a picture – avoid statistics or long lists.
- Avoid jargon or technical language.
- If you do not understand a question, ask the journalist to repeat or explain it. Do not be drawn on topics you know nothing about.

Check the details

- Where and when will the interview take place?
- Who will you be interviewed by?
- How long will it last?
- Is it live or pre-recorded? If it is pre-recorded you have longer to get it right.
- For radio interviews ask for your first question before you go on the air.

4 How to sound good on radio

Follow the guidelines for press interviews outlined above, and check if the interview is live or pre-recorded.

- Speak clearly and more slowly than usual.
- Your tone needs to match your message.
- Talk to the interviewer and make eye contact with them, ignore the microphone.
- Let your natural enthusiasm come over – this is one of your main strengths.

Q Who should I talk to about contacting the local press?

A If you are unsure about the timing of the announcement, contact our press office.

Q Can your press office help me write a news release?

A No, our press office can advise you on your plans and discuss with you the content of your news release, but they will not be able to write it for you. We will be happy to comment on one you've written.

Q We have just been told that we've got a grant, and now the local press have contacted me about the project – they're asking questions, and I don't know what to say.

A Check that they are aware of the embargo date. Let them know that you will call them back. This will give you time to prepare a statement which should include the following information. If you have any concerns please contact our press office:

- What you are going to spend the grant on.
- Where the project site is.
- Why you are doing the project.
- What the benefits will be for the local community.
- Who is involved in your group.
- When you plan to start work on the project.
- How you are going to do it.

Q When should we invite the press to visit our project?

A You can invite the press at any time. But you should think carefully about why you want them to come, what they are going to see and who they are going to talk to. Refer to the five-step approach in this pack. If there is an embargo date, make sure the journalist is aware of it.

Q What happens if we find out that a journalist is writing a story that criticises what we are doing?

A Call our press office. Please let us know about any problems as soon as possible. We may be able to turn a negative story into a positive one, and we will need to work with you to do so.

News release template

These templates can be downloaded electronically from our website

Use headed paper

Should be marked 'news release'

Should include the date and any embargo

Include direct quotes if possible


Straightforward heading – leave fancy titles to the journalists

Opening paragraphs are the most important and should contain the most interesting and important fact(s)

Subsequent paragraphs should be in order of priority. Use active language

Our logo should feature on the first page of your press release

News Release
EMBARGO: 0.01 hours Monday May 2nd 2008
NORTHERN IRELAND CHILDREN CELEBRATE LEARNING OPPORTUNITIES
 Hundreds of children across Northern Ireland are set to benefit from a major lottery windfall announced today.
 Gifted children, youngsters with special needs and children who have been excluded from school are set to benefit from grants totalling £346,254 at 47 schools in Belfast, Londonderry, Lisburn, Armagh and Tyrone.
 Today's announcement means that Big Lottery Fund has awarded more than £3.5 million to learning projects in Northern Ireland under the Out of School Hours Learning grant programme.
 A major summer scheme which will benefit hundreds of children in counties Armagh, Down and Tyrone secured a grant of £224,000 from Big Lottery Fund. The money will be used to fund summer schools to boost literacy and numeracy skills as well as youth club and special school summer activities.
 Gregory Butler, The Southern Education Board's youth advisor said: "We are delighted to receive this grant from Big Lottery Fund to develop these summer schemes over the next three years. This project will have a significant impact on the lives of at least three thousand children aged between eight and 16. The scheme will cover a wide range of activities at 32 schools and around 20 youth clubs for several weeks in July and August. Many of the projects take a stimulating and often innovative approach to developing the interests, talents and self-esteem of young people."
 Gifted children and pupils who had been excluded from school will take part in a range of innovative summer schemes organised by the South Eastern Education and Library Board. The Board secured a grant of £87,830 to run the schemes in Castlereagh, Lisburn, Anns and north Down. Board adviser, Tom Walsh, explained the aims of the project: "There will be three elements to the scheme. There will be a series of master classes in the arts for gifted pupils from across post primary schools in the Board area.
 "Children who are being educated in neighbourhood education centres will also benefit through activities to boost social skills and interaction with other young people. There will also be a cross community element to the project aimed at young people from highly polarised areas that have suffered from years of sectarian divide and disorder. The first year will run as a pilot project to gauge success and then it will be expanded over the next few years. There are a number of summer schemes already running in the Board area but this exciting project will fill in the gaps and reach those young people who may not have taken part in these type of activities in the past. We are delighted to receive the money. It is a real endorsement of the project and we are looking forward to the pilot scheme taking place in July."
 Breidge Gadd, Big Lottery Fund's Northern Ireland Board Member, said: "The four projects that we have funded represent an innovative response to local needs. Children and young people will have the opportunity to participate in a wide range of activities that will enhance learning opportunities. I am particularly pleased that two of the projects funded today feature activities in the summer holiday period and I am convinced that the creative activities available will make a significant impact on young people's lives."
 more...



This example was produced by our Northern Ireland office: your own letterhead layout may vary, but this shows the necessary information.

Include contact name and telephone numbers (work, mobile or home number if possible)


Include information about availability of photographs

Include background information on the organisation and any useful additional information under Notes to editors

Our logo should feature on the first page of your press release

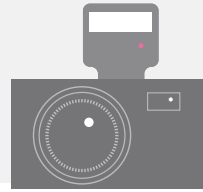
News Release
PHOTO OPPORTUNITY
 You are invited to Southern Education and Library Board's headquarters 3 Charlemont Place, The Mall, Armagh at: **12.30pm on Monday 2nd May**
 For more information please contact Amanda Doherty Big Lottery Fund Communications
 Office: 028 90347504 - Mobile: 07760 171 434
 Email: Amanda.Doherty@biglotteryfund.org.uk

Notes to editors:
 Big Lottery Fund is the joint operating name of the New Opportunities Fund and the National Lottery Charities Board (which made grants under the name of the Community Fund). Big Lottery Fund, launched on 1 June 2004, is distributing half of all National Lottery good cause funding across the UK.
 Big Lottery Fund is building on the experience and best practice of the merged bodies to simplify funding in those areas where they overlap and to ensure Lottery funding provides the best possible value for money. To date, the two merged Funds have committed more than £5 billion to initiatives with national, regional and local partners from the public, voluntary, charity and private sectors, with a particular focus on disadvantage.
 Ends/
 Issued 12 March 2005



You don't have to include notes to editors, but often it is useful to give additional background information.

Photography



Consent to take and use photography

Every year we need photographs of projects for use in brochures, magazines, leaflets, posters, our website or exhibition stands produced to publicise our work. We encourage you to send in photos or tell us about events we can send a photographer to.

It is important that all individuals photographed are aware that their photographs may be used for promotional material and that they give their consent for such use. Where children are photographed, permission to use the photographs in this way must be obtained from parents or guardians.

Please ensure that you obtain this consent. We have a form for you to download from our website. You should keep one copy of the form yourself and give another to the individual concerned (or, if appropriate, to the parents/guardians of children photographed). We suggest that you obtain the necessary consent prior to taking the photograph. If you forward any of your photos, please enclose a copy of the completed consent form which you can download from www.biglotteryfund.org.uk/granholders

When supplying photographs of your project (either during the course of your award or in your final evaluation report) please indicate very clearly if any individuals portrayed have NOT given their consent to be photographed. Please enclose copies of consent forms at the time of submission for any children pictured.

More support



Further support available

Community Newswire is a free Media Trust news service to help community groups, voluntary organisations and charities gain media coverage within their local, regional and national media, including specialist press. Organisations can submit press releases or information via email, post, or via the Community Newswire website. Community Newswire/Press Association journalists choose the strongest 30 stories a day and write them up as a news story and send them out via the Press Association wire. These stories are then accessed by many thousands of journalists every day. Find out more at www.communitynewswire.org

Big Lottery contact details:

Press offices

England and UK wide: 020 7211 1888

Press office out-of-hours mobile, for MEDIA enquiries only: **07867 500 572**

Northern Ireland: 028 9055 1455

ask to speak to the press team

Scotland 0141 242 1400

ask to speak to the press team

Wales: 029 2067 8207

Mob: **07760 171 431** Fax: **029 2066 7275**

Marketing team contact details

Big Lottery Fund, 1 Plough Place

London EC4A 1DE

Fax: **020 7211 1754**

Email: marketing@biglotteryfund.org.uk

Branding team enquiries: 020 7211 1728

Fax: **020 7211 1754**

Email: branding@biglotteryfund.org.uk

Media Training DVD

This DVD has been produced to help you generate positive publicity for your project.

Share the experiences of three Big Lottery Funded grant holders and 'media virgins', and get top tips from the experts.

You will learn how to successfully promote your project to radio, print and television. The DVD is 40 minutes long and it is broken down into sections; once you've watched it all the way through you can easily refresh your skills in each area as and when you need to.



Information for readers:

Design: unreal-uk.com
Illustration: Coleman Polhemus
Print: Belmont Press

Further copies available from:

Phone: 0845 4 10 20 30
Textphone: 0845 6 02 16 59
Email: general.enquiries@biglotteryfund.org.uk
Our website: www.biglotteryfund.org.uk

Accessibility

Please contact us to discuss any specific communication needs you have.

Our equality principles

Promoting accessibility, valuing cultural diversity, promoting participation, promoting equality of opportunity, promoting inclusive communities, reducing disadvantage and exclusion. Please visit our website for more information

We care about the environment

The Big Lottery Fund seeks to minimise its negative environmental impact and only uses proper sustainable resources.

Our mission

We are committed to bringing real improvements to communities and the lives of people most in need.

Our values

We have identified seven values that underpin our work: fairness, accessibility, strategic focus, involving people, innovation, enabling, additional to government.

The Big Lottery Fund is committed to valuing diversity and promoting equality of opportunity, both as a grantmaker and employer. The Big Lottery Fund will aim to adopt an inclusive approach to ensure grant applicants and recipients stakeholders, job applicants and employees are treated fairly.