

Making the most of your local media

Top tips

Sharon Charity

BrightSpark Communications

Email: info@brightsparkcommunications.co.uk

www.brightsparkcommunications.co.uk

Tel 01380 812151, Mob 07706 892235

Tips on writing and sending a press release

It's your story – keep control of it!

The local newspaper reporter may be your best mate, but it's still a really good idea to write your own story.

Many an excellent publicity idea has been spoiled by the local paper getting something wrong – your phone number for instance! And once it's in print, there's very little you can do about it...

1. Remember the essentials – date, time of event, contact details.
2. Who, what, when, where and why.
3. Short paragraphs and sentences.
4. Get a celebrity on board
5. Think pictures!
6. Email it to the journalist in plenty of time for their deadline – if you want to get a photographer there, send it a week in advance of the event.
7. Local weekly papers go to press on Wednesdays – best time to contact them is Friday or Monday before. Deadline for press releases is 12 noon Tuesday.

Sample Press Release

1 March 2011

YOUR

LOGO HERE

Press release For immediate Release

Photographers welcome, 10am onwards, March 4, Neeld Hall, Chippenham .
Groups of children will be available to photograph with celebrity guest, Duncan Hames MP

Award for Chippenham children

Chippenham Toddlers Group has won first prize in the national 'Cheers for children' competition, run by the NSPCC. Local MP Duncan Hames will present leader Ms Jane Anyone with a special trophy and cheque for £500 in a special celebration held at the Neeld Hall, Chippenham on Friday March 4 from 10am.

To win the competition, which received over 1000 entries from around the UK, the children all took part in a sponsored puddle-jump. Duncan Hames will be joining them in donning wellies to recreate the prize-winning effort.

Jane Anyone commented: "The children are absolutely thrilled that we've won first prize, and it's really kind of Duncan to volunteer in such a sporting way. We're all looking forward to celebrating with a splash."

ENDS

For further details, contact Jane Anyone

Tel 01249 666666

Mobile xxxxxxx

Email jane.anyone@bigsplash.org

Notes for editors: photographs will be available after the event

Photography tips

Getting a press photographer to attend:

- Make the event photo-friendly. Think of something – a giant cake being cut, children on tricycles, which would make a good picture.
- Celebrities help but are not necessary.

Sending your own photo:

- Get someone who's a good photographer to take a digital photo.
- Resolution needs to be 300dpi
- Photo size – 7x5 inches
- Email to the paper as a JPEG (this is important)

Contacts and timing

Media outlet	Tel	Email	Deadline
Gazette and Wiltshire Times	01380 731681 (newsdesk); Chippenham office 01249 654422, Marlborough office 01672 514072	jcrooks@newswilts.co.uk ; lcowen@newswilts.co.uk ; nkerton@newswilts.co.uk	Press releases – noon on Tuesday
Wiltshire and Gloucestershire Standard	(01285) 642642	Simon.davies@wiltsglosstandard.co.uk	Tuesday morning
Radio Wiltshire	(01793) 513652	Radio.wiltshire@bbc.co.uk	
Spire FM (South Wilts)	(01722) 410102	news@spirefm.co.uk	
Heart FM	01793 842600	news@heartfm.co.uk	

Exercise

In groups, think of an event you wish to publicise, and write a very short press release. Remember the golden rules:

- Think 'picture'

- Who, what, when, where and why?

