



the coalfields  
regeneration trust

## coming **face-to-face** with the media



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regeneration trust

### Further Information

The Coalfields Regeneration Trust  
PO Box 97  
Rotherham  
S63 7WX  
T: 0800 064 8560  
F: 01709 765599  
[www.coalfields-regen.org.uk](http://www.coalfields-regen.org.uk)

This booklet is also available in Welsh language. Please contact your Grant Worker if you require a copy.

[www.coalfields-regen.org.uk](http://www.coalfields-regen.org.uk)



Guidelines on creating publicity for your project and The CRT

changing the face of coalfield communities



# congratulations

**on receiving funding from The Coalfields Regeneration Trust!**

This booklet is to help you comply with a key condition of your grant – to publicly acknowledge our support. One way you can do this is by working with the local, regional or maybe even national press and media. We've tried to make these guidelines as useful as possible to help you through the process. Please take time to read through them.

By helping us raise the profile of The CRT, we hope to encourage other organisations to apply for funding and to let your local community know who is behind your initiative. It doesn't matter how much you have received or the nature of your project, we hope you will tell the press about your project and mention our support at every opportunity.

Chances are that you may have already spoken to the press about your project anyway. You may have had their backing when you were looking for funding or support. If this is the case, they're probably keen to know about any major news stories or how your project is going generally.

Don't worry if you've never dealt with the press before. This booklet is a 'step-by-step' guide to producing a press release and issuing it to the media, as well as some thoughts on what makes good events and news stories. Please also refer to the 'The face of The Coalfields Regeneration Trust' booklet, also in this pack, for guidelines on how to use our logo to promote The Trust.

**We wish your project every success.**



# challenge yourself

## step one define your story

Before starting any sort of publicity activity, carefully consider what your objectives are. What are you hoping to achieve? Be clear in the messages that you want to get across and never try to say too many different things as this will probably confuse the issue. We would certainly want you to highlight the role of The CRT and our funding in any publicity that you pursue.

If you are targeting local press, make sure that the story is locally relevant. What is the benefit to the local people and how will the community benefit? And is your story really that interesting? It might be worth asking someone, such as a friend or family member not associated with the project, if they think that your story is interesting or not. If they don't think so, then it's unlikely that journalists will either.



Give careful consideration to the type of stories that the local press seem to cover already to gauge whether or not they will be interested. If the local newspapers never seem to cover stories about sports clubs getting new kits, then it may not be the right angle for you. Discuss other ideas amongst your project and consider something else that the journalists may find more interesting.



Finally, consider the timing of the story. When is the best time to tell people about your story? Do you have a significant event coming up that may make a better story? Or perhaps an issue that your project addresses, such as a lack of childcare in the region, has been in the news recently. If so, now might be just the right time to get some great publicity for your project and The CRT.



# step two writing a press or news release

When writing your press release, be sure to clearly explain what your project is, who it benefits, what it does and what the news story is. Remember: WHO, WHAT, WHY, WHEN, WHERE. Keep the press release short and simple but ensure that all the facts are there.



Your press release should be clearly marked "news release" at the top of the first page so that journalists know what it is when it arrives at the newsdesk. It should also have the date at the top of the first page.

Your opening paragraph is the most important and should contain the most interesting and important facts. Highlight some of the main points, such as any VIPs who are attending your event, in the opening paragraph and don't be afraid to put these points in bold type or underlined to make them really stand out. Following your introductory paragraph, subsequent paragraphs should be in order of priority.



Throughout your release, try to give journalists what they want. They much prefer human interest stories about the people that will benefit from your project. Do you have any nice case studies that you could send them? Include quotes from people who will benefit from the project to bring the story to life.

Give some thought to who the best spokesperson for your project is – they may need to be interviewed by a journalist as well as put their name to a quote for your press release. The CRT is always happy to provide you with a supporting quote explaining our backing for your project. Please contact the CRT PR Officer by email at [info@coalfields-regen.org.uk](mailto:info@coalfields-regen.org.uk) or



0800 064 8560 if you would like us to send you a quote from one of our Trustees or another member of our team. Other funders or partners may also want to provide quotes, so contact them to see. However, make sure that your press release doesn't become just a list of quotes – typically you should include no more than three quotes.

Press releases should always be written in a simple font (such as Arial) and be more than single line-spaced to make them easy to read. Where possible, try to keep to a maximum of two pages for the main story (not including further information contacts, notes to editors or photography details).

Once you've written your press release, always get someone to proof read it through as it's easy to not spot typos or grammatical errors when you've been working on something so closely. Whilst we are able to read through your press release if you would like us to and give you some summary feedback, regrettably, we are not able to write the entire press release for you. We fund hundreds of projects every year, so it is not practical for us to research and produce press releases for every one. In any case you are the best people to tell your story as you know the most about your project anyway. Plus the local press and broadcast media (television and radio) are probably going to be more interested in a story coming from you.



## Referencing The CRT

You should properly attribute The Coalfields Regeneration Trust in any publicity. Only the following are acceptable:

- **The Coalfields Regeneration Trust**
- **The CRT** – can be used, but only if you have already explained what the initials stand for (i.e. The Coalfields Regeneration Trust (CRT))
- **The Trust** – should only be used if there are no other 'trusts' in the story (e.g. the National Trust) or if the other two versions have already been used extensively.

## Referring to The Trust

If you need to explain who we are briefly in your press release, please use the following:

**"...The Coalfields Regeneration Trust, the national charity dedicated to changing the lives of people in coalfield communities in the UK, have..."**

## Further Information

Always include the name of contacts at your project and their details so that journalists can contact them if they need any further information. You should also try to include details for anyone quoted in the release. It may also be worthwhile referencing any website addresses that may be helpful to reporters.

Please include the following contact information for The CRT:

The Coalfields Regeneration Trust,  
e: [info@coalfields-regen.org.uk](mailto:info@coalfields-regen.org.uk),  
t: **0800 064 8560** Full details of The Coalfields Regeneration Trust's programmes and grant awards are available on the web site [www.coalfields-regen.org.uk](http://www.coalfields-regen.org.uk).

## Notes to Editors

You don't have to include a 'Notes to Editors' section, but often it is useful to give additional background information on the project and the news story. If you do include a 'Notes to Editors' section, please insert the following text about The CRT:

**The Coalfields Regeneration Trust (CRT) is an independent charity dedicated to changing the face of coalfields communities across the UK through supporting their social and economic regeneration.**

**Since it was established in 1999 The CRT has awarded thousands of grants totalling many millions of pounds to projects that have improved the quality of life of people across the UK's coalfields regions. However, The CRT is not just a grant-making body. The CRT also provides advice and support to community and voluntary groups to help them define their needs, create practical solutions, and seek funding from a variety of different sources.**

Please refer to Appendix 1 for an example of a pre-event press release with a photo opportunity reference and Appendix 2 for a post-event press release with photography details.





# find an opportunity

## step three **arranging photo opportunities**

Sending photos of your project to the press or inviting them to come and take some snaps of their own is a great way to get a bigger article in the newspapers.

If you are planning an event with a photo opportunity you will need to decide whether you plan to contact the press before or after the event. Contacting them before may encourage them to send a journalist or a photographer along, whilst contacting them after the event gives you the opportunity to send them some of your own photographs and give you a bit more control. It may be that you need to do both – contact the main press in advance and then send a post-event release afterwards to anyone who didn't attend.

If you are aiming to attract photographers, clearly mark the top of your news release with: "Photo Opportunity" and be sure to send it out well in advance – you have to give the media plenty of notice. Using an unusual setting, a prominent, local celebrity or an eye-catching event can help to make the press photographers interested in your story. Also setting up a picture that features the people that will benefit, such as children in a new playground, is always much more appealing to journalists than a 'firing squad' of adults in suits. Try to make sure that you set up as interesting a picture as possible and please make sure The CRT logo is clearly visible in the picture. If inviting a journalist or a photographer 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.

If you are taking your own pictures, try to use a digital camera if possible. It is important to ensure that the quality and size of images are appropriate for the press – aim for a computer file size of about 1MB. Try to rename the files to something more relevant so that journalists know what they are looking for and can cross reference these file names with the description in your news release. Also make sure that you include captions with names, job titles and organisation details of people in the picture. It must be easy to identify who is who in the picture and the best way of doing this is by noting names in order from left to right to help avoid the wrong names being used for the wrong people.

When it comes to actually sending your own pictures through to journalists, attach them to your email that you send. It is obviously going to be difficult to fax pictures through to the newsdesk, but you can mention that photographs exist if the journalists are interested.

### **Photography Consent**

It is a legal requirement that all children and vulnerable adults photographed are aware that their photographs may be used for promotional materials and that they, their parents, guardians or carers have given their consent for such use. However, we would recommend that anyone appearing in a photograph gives their permission in this way.

A Photography Consent Form can be found in Appendix 3 for you to photocopy and reuse. 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.

### **Use in CRT publicity**

In accepting the terms of your grant, your group has agreed to co-operate with The CRT in publicising your project and our work. Therefore, please can you send us copies of your pictures (and press releases) to [info@coalfields-regen.org.uk](mailto:info@coalfields-regen.org.uk). Apart from being interested in seeing what you are doing, we would also like to use them in things like newsletters, annual reports and on our website so that we can promote our work by using real-life examples. Please enclose copies of consent forms for any children pictured at the time of submission.



## step four issuing your press release

When it comes to issuing your press release, timing is a key consideration. Different newspapers have different deadlines so it is best to contact them in advance to find out when they need to receive your story by.

Make sure you select the right media to contact. It's probably better to focus on regional or local newspapers and the local or regional TV and radio stations rather than national papers like The Sun. You can normally get their contact details from the internet, or simply from the phone book. In the case of newspapers, contact details are normally in the actual publication – although you usually have to hunt for them a bit. You are looking for Editorial or Newsdesk contacts, not advertising.

When you have collected these contact details, be sure to keep a note of them as you will probably need to contact them again in the future. Contact us if you need some help collating the details.

When you speak to a journalist, have a pen and paper handy to make notes – they may ask for more information, give you their email address or it may simply be a good idea to keep a record of the name of the journalist you speak to and what they say.

A telephone call is always the best way to make initial contact as it gives you the chance to really 'sell in' your story. Always ask to speak to the Newsdesk and then briefly explain to the journalist who you are, where you are calling from, and what your story is. Let them know that you have a press release prepared if they would like you to send it through to them. If so, make a note of the best email address or the fax number.

Always try to send a press release by email or fax. If you are sending it as an email, don't worry about putting logos in Word documents and attaching them to the email. This all adds to the likelihood that the journalist won't receive it. The best thing is to keep it simple and put your headline as the subject and then paste your press release in the main body of the email. If you fax it, then remember to use The CRT logo on the fax paper. Once you have sent the press release it may be worth giving them a quick call to check that they've received it.

If you are inviting the press to a photo opportunity, make sure that you mention this when you speak to the journalist. Ensure that the location of the event (i.e. the address) and a contact number for someone who will be at the event are clearly referenced on your press release, just in case a journalist gets lost. It may also be worth sending a map through. If you have contacted journalists in advance of an event, call again immediately prior to see if they are sending anyone along so that you know who to expect on the day.

### Embargoes

Clearly indicate at the top of the news release if there is an embargo on the press release. 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.

### Being interviewed by the press

If the press or broadcast media ask for an interview about the story, make sure that you are properly prepared. Ahead of the interview check all of the details: Where and when will the interview take place? Who will you be interviewed by? How long will it last? Will the interview be live or pre-recorded? If it is pre-recorded you have longer to get it right.

Decide on two or three key messages that you want to put across to achieve your objective such as how the funding will benefit your community. Consider what questions you are likely to be asked and how you will answer them. Where possible, try to avoid using jargon, technical language, statistics or long lists. 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 and please try to work a reference to the funding you have received from The CRT into your interview.

For radio or TV interviews, speak clearly and more slowly than usual and talk to the interviewer not to the microphone. Finally, try to be as relaxed as possible. The person interviewing you is not trying to trick you or trip you up, so don't think of them as your enemy. They want to speak to you because you are really passionate and enthusiastic about your project.



tell a story

# get the picture

Always invite a photographer or journalist at a time when something is actually happening – don't make them wait around. The best way to do this is to set up a formal time and location for a photo opportunity that everybody is aware of.

Make sure that you invite any VIPs well in advance – they are busy people and you'll need to get your event in their diaries as soon as possible. Fully brief any VIPs attending that the press are likely to be there and may want a quick interview, if that's OK. And don't be offended if the VIPs or press disappear immediately after the photo opportunity – they have probably got another event or job to go to.

**Please remember to send us an invite as well! We really enjoy seeing how you've spent our grant and finding out more about your project and the people it benefits.** We always try to send a representative along, but unfortunately this is not always possible. If you are planning an event that you want to invite us to, please fill out the event form at Appendix 4 (you may want to photocopy it first before sending it to us in case you are planning more than one event) and return it by post to: The Coalfields Regeneration Trust, PO Box 97, Rotherham, S63 7WX or by fax to: 01709 765599. Please give as much notice as you can for each event.

On the day itself, make sure that someone is designated as a host for the press or media and that they are there to welcome them and introduce them to key people. Make any journalists or photographers that attend part of the event – if they are involved they are more likely to be enthusiastic about the coverage of it.

If a newspaper has sent a photographer along, they will probably direct the people at your event into the photo that he wants. If you have a budding photographer in your midst, now is probably the best time to get a picture for your own records.

**Please give us as much notice as possible.**



## step six monitor the coverage



Be sure to keep an eye on the newspapers, especially any that attended any event, for any articles about your project and remember to save cuttings of any coverage. Also keep your eyes and ears on the TV and radio, especially if you know that they have interviewed someone about your project. Please let us know, through your Grant Worker, if you have spotted any coverage.

Please be aware that you are not allowed, by law, to photocopy any press cuttings, unless you have a licence to do so. So if you need more than one copy, you should purchase more than one copy of the newspaper.



However, you must bear in mind that coverage may not be immediate, especially if your story is not particularly time sensitive. Don't be surprised if a week or so goes by before your story is published. And there is always the chance that another major news story will break and fill up the newspaper, therefore preventing your story from being covered at all.



keep working at it

- Plan event
- Invite VIPs
- Fix date and time
- Write press release
- Get contact details for media
- Call media and send out release/photo opportunity
- Ring media day before event to see who's coming
- Welcome media to event
- Take photos at event
- Send out post event release/follow up media attendance
- Check newspapers, radio and tv for coverage
- Inform CRT of outcome of publicity efforts



# checklist

## step seven follow-up

If your story was not covered by the press or broadcast media, it may be worth giving them a quick follow-up telephone call to find out why and help you to learn for next time. Don't leave it too long though as they may forget about your story – whilst it's really important to you, journalists probably receive details of several similar stories every day!

Hopefully, following these steps and notes will enable you to achieve some excellent coverage in both the press and broadcast media, allowing you to promote both your project and the support of The CRT.



# appendix one

## pre-event news release and photo opportunity

The following pages show a sample pre-event press release for a project in Yorkshire.

News Release 20th April 2011



### OPENING CEREMONY FOR NEW MONK BRETTON COMMUNITY VENUE

**NA special ceremony will be held on Friday 23rd January at Monk Bretton Methodist Church to mark its re-opening after major refurbishment.**

**The £400,000 project, which began in September 2009, includes disabled access and toilets, roof strengthening, the upgrade of mechanical and electrical support systems, and the installation of soundproof partitions to the main hall. Funding was secured from a number of sources including £87,735 from The Coalfields Regeneration Trust (CRT).**

Chair of the CRT, Peter McNestry and Mick Clapham MP will join Monk Bretton Methodist Church's Dr Stanley Race for the official opening ceremony at 12 noon on Friday.

Local groups in the area have been on a waiting list to use the building, and the refurbishment means they now have somewhere at the heart of the community to run regular activities and meetings for residents.

"By improving access and facilities at the church, this project has created a flexible community space that will attract more groups and generate more income to maintain it for the future," said the CRT's Peter McNestry.

Mick Clapham MP said: "There was clearly a need for a venue in Monk Bretton that could accommodate local groups so I am delighted the CRT was able to contribute to the refurbishment project, which will undoubtedly mean a lot to local residents taking part in the many different sessions run at the church."

Stanley Race said: "It is a great privilege for me to take part in the re-opening of our Church as I was involved in the opening of the original building back in 1963. Our completed building will allow us to serve the Monk Bretton community. We are grateful to the Coalfields Regeneration Trust and others, including the Methodist Church for financial support. There has been tremendous commitment from our local members throughout the project. Our vision can now be realised thanks to all the hard work that has gone into this project."

Any local community groups interested in using the church as a venue should contact Dr Race on 01226 230951.

ENDS

### Photo Opportunity

Monk Bretton Methodist Church's Dr Stanley Race will be performing the official opening at 12 noon on Friday 23rd April 2011. An opportunity for photographs with Mick Clapham MP, Peter McNestry (CRT Chair) and parishioners at the renovated church will be available from 11.30am.

### Media contact:

Francis Fowles on 07960 313 461 or [francis.fowles@coalfields-regen.org.uk](mailto:francis.fowles@coalfields-regen.org.uk)

### Distribution

Barnsley Chronicle

Sheffield Star

Yorkshire Post

Community Newswire



## appendix two post-event news release with photography attached

The following pages show a sample post-event press release for a project in the East Midlands.

News Release 21st April 2010



### COALFIELDS CASH BOOST FOR PRIORY REGENERATION PROJECT

**A project to transform Worksop Priory's 14th century gatehouse into a community centre can now get underway thanks to a £199,970 grant awarded by the Coalfields Regeneration Trust (CRT).**

**A cheque presentation was made to Worksop Priory & Gatehouse Community Trust on Tuesday 20th April by CRT Trustee Fran Walker and Bassetlaw MP John Mann.**

The project to convert the gatehouse into a community centre is part of the Community Trust's wider vision for the Priory site which will breathe new life into the popular historic spot.

There is little in the way of community facilities in the immediate area, so the new facility will provide a venue for activities and services which will be focused around healthy lifestyles, learning, training and employment.

Chair of the WPGC Trust Mr Richard Hassett "We on the Trust are very grateful for the support of the Coalfields Regeneration Trust, without which this important and prominent building would have fallen into further decline and decay. This is the first step of a larger scheme to bring new life not only to the former school room but also the very important 14th century Gatehouse nearby, for more community use.

Priest in Charge at Worksop Priory Fr Nicolas Spicer said "The Congregation is delighted to be able to support this project to bring the Old School back into community use. Many people have good memories of the place and now a new generation will be able to share in it."

CRT Trustee Fran Walker said: "This is a marvelous scheme which will see a truly historic building converted into a useful facility for the community, providing jobs and volunteering opportunities as well as activities and information. We hope that many residents and visitors to the area will come to enjoy what will eventually be on offer here for many years to come."

Bassetlaw MP John Mann said: "This is an area of Bassetlaw that needs regeneration to attract more business and tourism into the town. I welcome the move to bring this building back into use for local people."

ENDS



### Photography Attached

**Photo CRT 1 – Caption - (L-R) Fr Nicolas Spicer, John Mann MP, Mr. Richard Hassett (Chair of the WPGC Trust) and Fran Walker (CRT Trustee) at the cheque presentation.**

### Notes for Editors

The Coalfields Regeneration Trust (CRT) is an independent charity dedicated to social and economic regeneration of coalfield communities throughout the UK.

Since it was established in 1999 the Trust has awarded grants of over £210m to projects that have improved the quality of life in the UK's coalfields regions.

The CRT is not merely a grant funding body. It also provides advice and support to community and voluntary groups to help them confirm their eligibility for funding, define their needs, create practical solutions, and seek funding from a variety of different sources.

For further information, visit [www.coalfields-regen.org.uk](http://www.coalfields-regen.org.uk)

### Media contact:

Francis Fowles on 01709 765 500 or [francis.fowles@coalfields-regen.org.uk](mailto:francis.fowles@coalfields-regen.org.uk)

### Distribution

Worksop Guardian

Community Newswire



# appendix three photography consent form

To be completed by individual(s) (parents/guardians if subject is less than 18 years of age) before photographs are taken.

## Project/Group leader

Project name and URN \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

I have fully discussed the content of this form with the person(s) mentioned below.

## Person(s) in photograph

I hereby grant the coalfields regeneration trust the right to use the photograph(s) resulting from the above photo shoot, and any reproductions or adaptations of the photograph(s) for all general purposes in relation to The Coalfield Regeneration Trust's work including, without limitation, the right to use them in any publicity materials, books, newspapers and magazine articles whenever The Coalfield Regeneration Trust chooses to do so.

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Name and address of parent/guardian if person to be photographed is below 18 years of age

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# appendix four special event form

Name of project \_\_\_\_\_

Amount awarded \_\_\_\_\_

Address of event \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Type of event ( e.g. project opening, award presentation etc ) \_\_\_\_\_

Time of event \_\_\_\_\_ Date of event \_\_\_\_\_

Tel no: \_\_\_\_\_ Fax no: \_\_\_\_\_

Email: \_\_\_\_\_

Contact \_\_\_\_\_

Special guests \_\_\_\_\_

Any media representation? (If yes, give details) \_\_\_\_\_  
\_\_\_\_\_

Format of the event (Please give brief details on the proposed running of the event)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Predicted attendance \_\_\_\_\_

Please return to:

The Coalfields Regeneration Trust  
PO Box 97  
Rotherham  
S63 7WX  
T: 0800 064 8560  
F: 01709 765599

Please try to give us as much advance notice as possible.