

HOW TO OBTAIN MEDIA COVERAGE

Congratulations on receiving your grant from Lloyds TSB Foundation for Scotland.

Although there is no obligation to publicise the funding you have received, many charities find that this is a good opportunity to raise public awareness of their work and how this benefits members of the local community. It also helps the Foundation to raise its profile to a wider range of community groups.

If you'd like to issue a news release or publicise your grant, here are some basic guidelines for obtaining media coverage, which we hope you will find helpful. These provide an outline of how to achieve local media coverage in general, but they also include guidelines on how to refer to Lloyds TSB Foundation for Scotland, should you wish to do so.

What is News?

- Local newspapers, radio and TV are interested to know how the work of your charity affects people in the local area, but they will be particularly keen if it is 'news'.
- News can be anything that is new, out of the ordinary, exciting, dramatic, interesting or humorous. It could be a fundraising appeal, a call for volunteers, a new appointment, a charity event, the extension of a service, or the launch of a new project or information campaign. Or it could be that other local or national topical events provide you with an opportunity to highlight your charity's own work. For example, highlighting the work of a charity which supports carers during National Carers Week.
- When contacting the local media, make sure that you focus on this 'news'. For example, if you are planning to inform the local media about a Foundation grant, it may be useful to use 'newsy' words such as: 'cash boost, launch of appeal, reprieved from closure, extended or improved service, or cash injection.' **It's best to focus on how the grant will help your charity and the local community that it serves.**

Writing the News release

- A news release should be short, simple and full of facts. The first paragraph should include the main focus and reason for the story and answer the main questions of:
Who? What? Where? When? Why? And How?
- **The first paragraph is the most important.** Journalists will frequently only read the first paragraph of a story and use this to decide whether the story is newsworthy and suitable for print. The most important information should be included in the first paragraph, with relevant facts and figures, any other useful background information and quotes from key people in subsequent paragraphs.
- Always clearly include the **date of the news release** and a **contact name** and **telephone number** for further information. General background information should be included at the end of a news release as 'further information' or 'notes to editors'.
- In terms of layout, journalists prefer typed news releases, using double line spacing and kept to one side of paper. If you use two pages, make it clear that the news release continues.

Arranging a Photocall

- 'A photograph can often say a hundred words'. It's true! Publication of a photograph will add impact and interest to your story and help to attract readers, providing it is interesting, eye-

catching or humorous. If it's appropriate to arrange a photocall – and you have something worth photographing – then do so!

- If you are inviting a journalist or photographer to a photocall, ensure that you clearly state the **date, time, address** (with directions, if needed), **telephone number of venue** and **names of people** in attendance at the top of the news release.
- The photocall should tie-in with your news release and it's useful to include a brief description of the photo opportunity, so that the local media have a clear idea of what they can photograph. The subject of the photocall will depend on the work of your charity and focus of your news release.
- Local press generally regards cheque-presentations as 'old hat' and it's best to arrange a photocall that focuses on people undertaking an activity. For example, if a day centre for elderly people has received funding from Lloyds TSB Foundation for Scotland for new kitchen equipment, the photocall could show a representative serving food or elderly people chatting over a cup of tea.
- It's best to focus on people and engage them in a simple and interesting activity. Keep the number of people in a photograph limited and, if yours is a 'good news' story, encourage them to smile – either at each other or the camera!
- Whether you are issuing a news release or photocall notice, **always telephone** the local newspaper, radio or television station (if appropriate) **in advance**, to obtain the relevant contact name, address and/or fax number. This will ensure that you are sending your story to the correct person and help alert them to your news release. It also helps to have a contact name when you call to check whether the news release has been received or will be used.
- You will find the addresses and telephone numbers of your local media in a local telephone directory or through directory enquiries. Alternatively, the contact details of local press will be printed in the newspaper itself.
- Ensure that you **send out your news release in good time**. If you are planning a photocall and would like the press to attend, three or four days advance notice will be sufficient. Radio and television work to tighter deadlines and require shorter notice. It may be worth telephoning your local media to ask what their deadlines are.
- Remember that **local media work under pressure and to tight deadlines**. They may have to cancel their attendance at a photocall at very short notice. Whilst it's best to use professional photographs, there's no reason not to bring your own camera, develop the photographs and send these to the press after the event with another copy of the release.
- And if you are sending a photograph to local press, ensure that you **label the back** of the photograph with details of your story and who is pictured. This will help to ensure that your photograph doesn't become separated from your news release. Finally, don't mark the back of the photograph with a biro, as this may damage the photograph itself.

Following up a Story with Local Media

- It's always worth **telephoning the recipients of your news release** to ensure that the information has arrived, that they are aware of the story and that your photocall has been noted in the photographer's diary.
- It's also an opportunity to remind the journalist of your story and highlight the key points. It's often useful to highlight some 'human interest', mentioning local people and their experiences.

- This sort of contact with journalists will be of long-term use, as they should begin to recognise your charity, what you do and who you are. But remember that journalists are busy people working to tight deadlines: keep your telephone calls brief and get to the point early!

Contacting Radio and TV

- You can obtain the appropriate telephone numbers for local TV and radio either from a telephone directory or directory enquiries.
- If you're planning to send local TV or radio stations details of your story, you will probably need to adapt your story and approach. It's worth considering whether your story is 'newsy' enough for broadcast media.
- If you're approaching television, do you have something interesting for them to film and people for them to speak to? When you contact the **newsroom** or '**forward planning department**' of local TV, ensure that you clearly state what will be available to film and who is available for interview.
- Radio may also wish to interview a charity representative. Do you have a confident, articulate speaker who is **comfortable speaking to the media**? They do not necessarily need to have experience of radio interviews, but you do need to ensure that they are briefed on the subject and know exactly what message to convey. Your representative will only have a few short seconds or minutes to tell your story, so ensure that they are concise and informative.
- If you are approached by TV or radio for an interview, always check whether this will be **pre-recorded or live**. Also ask what kind of questions are likely to be asked as this will help you prepare some key points in advance.
- Remember that when you contact television or radio, you will only have a **few short minutes** to convince either the television forward planning department or the radio newsdesk to broadcast your story. Focus on the 'news' of your story: what is the issue; what is available for filming; who is available for interview?
- Finally, if TV or radio are visiting your premises, always obtain the permission of anyone who will be interviewed or filmed, and check that your colleagues or manager's of the premises are content for a film or radio broadcast crew to visit.

Referring to Lloyds TSB Foundation for Scotland

If you would like to acknowledge a Lloyds TSB Foundation for Scotland grant, please use the phrases:

- **'supported by ..' or**
- **'funded by ..' or**
- **'received a grant from ..' ... Lloyds TSB Foundation for Scotland, one of the largest grant-giving trusts in the country'**

Please note that the Foundation **DOES NOT 'SPONSOR'** projects: this would have VAT implications.

If you would like to include some background on the work of Lloyds TSB Foundation for Scotland, the following may be useful: (You may wish to use just one of the following sentences, or a combination.)

“Lloyds TSB Foundation for Scotland supports recognised charities, which enable people, especially disabled or disadvantaged people, to play a fuller role in local communities.”

“In 2002, Lloyds TSB Foundation for Scotland will distribute almost £7.1 million in support of charitable activities throughout the country.”

“As one of Scotland’s largest grant-making trusts, Lloyds TSB Foundation for Scotland is committed to supporting local communities at a grassroots level.”

Quotes tend to add interest to a news release. If you would like to include a quote from either a local Lloyds TSB Scotland Branch Manager or a Lloyds TSB Foundation for Scotland representative, we would be happy to supply one. Please contact the Foundation Press Desk on **0131 444 4044**, or e-mail **enquiries@ltsbfoundationforscotland.org.uk** or via our web site at **www.ltsbfoundationforscotland.org.uk**

If you are compiling an article for a newsletter or charity publication, a copy of the Lloyds TSB Foundations’ logo and guidelines on its reproduction, are available on request. For a copy, please contact the Press Office either by phone, e-mail or our web site.

Finally, if you are planning to issue a news release that mentions Lloyds TSB Foundation for Scotland, we would be grateful to receive a copy, either by post to

**Lloyds TSB Foundation for Scotland
Riverside House
502 Gorgie Road
Edinburgh EH11 3AF**

or by fax on **0870 902 1202**

And Finally ...

This is not intended to be a comprehensive guide, but we hope that it provides some helpful hints in dealing with the local media. Experience and regular contact with local media will help you develop an understanding of how your local press, radio and TV operate, and what they consider newsworthy.

Local media need local news and by contacting them, you are providing a valuable service.

Good Luck!