



The Jack Petchey Foundation's...

Publicity Guide For Beginners

*Tips on Issuing a
Press Release to
Generate Publicity*



Why is it beneficial to gain publicity from the local media?



The local media can really help to raise the profile of your project or organisation. Many charities or organisations find that publicising a grant or achievement is a good way of raising public awareness of their work.

If you are planning to contact the media, you can produce a press release. Here we have put together some basic guidelines and tips for producing a good press release. Also included are guidelines on how to refer to The Jack Petchey Foundation, should you wish to do so.

What makes a good story?



What is the most interesting or unique thing about your story? Once you have identified that, use it as the focal point of your story. It is often a good idea to focus on how your news will impact on the local community, as after all, journalists are always interested in news which directly affects the community they cover.

Your story could be about anything, it could focus on the achievements of one individual or it might be a call for volunteers, details of a new appointment or a forthcoming event. Whatever the story is, try to find the 'human interest' element. Whether you do that by focussing on a group of young people, an individual or an event you must try make it appeal to the reader first and foremost.

How to write your Press Release

Your challenge is to get the journalist to read more than the first paragraph.

When writing a press release you must include the following:

Headline

Don't spend hours trying to think of a clever headline as most journalists will write their own anyway. Keep it short and punchy.

Date/embargo details

An embargo means you are sending the release early but that the story must not run before a certain date (you specify the date eg; Embargoed Until 12pm – 26th December 2009)



First paragraph

The first paragraph is the most important part of the release. It needs to say Who? What? Why? Where? When and How?

Name of your organisation

It is vital that journalists know who has sent the release.

Who? What? Why? Where?
When and How?

Other paragraphs

It is a good idea to include quotes in your press release, ideally from two people involved in your story. Keep them short and tell the rest of the facts behind your story.

ALWAYS make sure the quotes are accurate. If you didn't obtain the quotes directly from the source yourself, then make sure they are correct before you send out your release.

If you would like to include a quote from someone at the Jack Petchey Foundation contact your Grants Officer at JPF.



Ends

Write the word 'Ends' at the end of your release to let journalists know they have all of the text. If your press release is longer than one page, insert the word 'more' at the bottom of the first page. Your release should never be more than two pages long. One page is good!

Contact details

Most importantly make sure you include the name and telephone number of someone at your organisation who can be contacted for further information. If a journalist likes your release and wants to run a big story, he or she will want to contact you for more information. Make sure that the contact you list will be available for comment at the time you issue your release.

How to refer to The Jack Petchey Foundation

When acknowledging a Jack Petchey Foundation award or grant please use one of the following phrases: 'supported by', 'funded by' or 'received a grant/award from'. Please note we do not

'sponsor' projects. When referring to the Jack Petchey Achievement Award it is fine to say; 'John Smith received/won/was given/was honoured with a Jack Petchey Achievement Award.



Insert your Logo or
organisation name here

Example Template Press Release

EMBARGOED UNTIL: 9AM 31.03.2009

Insert the date or embargo here

Headline should be uppercase and bold

NO CLOWNING AROUND FOR CIRCUS KIDS!

Six members of the Hammersmith based organisation, Albert & Friends Instant Circus, were honoured by England Rugby international James Haskell at the Jack Petchey Foundation Achievement Awards ceremony on Monday 27th October at London's Mermaid Conference & Events Centre.

Albert & Friends Instant Circus is celebrating its 25th year and is teaching circus skills to more youngsters than ever before. The organisation now has over 300 members and provides workshops for a whole host of skills, from juggling to stilt walking!

Body text should be 1.5 line spacing

12-year-old Cornelius Atkinson said: "Learning circus skills is great fun but you certainly have to have a strong sense of adventure to want to do some of the things we do at the workshops. Some of the aerial skills like the straps and the trapeze require you to be quite brave."

Five youngsters from the Hammersmith based organisation were presented with Jack Petchey Achievement awards at the Mermaid, with Director Ian Scott Owens receiving a Leader Award.

All of the Achievement Award winners received a medallion to go with their certificate and a cheque for £300 for the club which has already been presented to them. The youngsters from the circus group spent their money on new equipment and apparatus, including a harness for the trapeze.

James Haskell, the Wasps and England flanker posed for pictures with the youngsters from the group and he had some words of encouragement for the young circus performers.

He said: "I would say to all of the young award winners that if you want to pursue your dreams then do it inch by inch and day by day. Focus on what you can do tomorrow to become better at whatever it is you do."

ENDS

MORE INFORMATION FROM: Name / Phone No. / E-Mail Address

Notes to Editors Notes to Editors should be single line spacing

The Jack Petchey Foundation, based in Ilford, aims to help develop the potential in young people aged 11-25 in London and Essex. The Foundation is eager to help them take advantage of opportunities and to play their part in society, whatever their circumstances. Since it was established in 1999 grants of £50 million have been awarded to a wide range of schools, clubs and organisations.

How to issue your Press Release

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

Who are you going to send it to?

In most instances you will only send your release to local media outlets. Occasionally you may have a story of national interest in which case you can decide which newspapers to send it to. With regard to local newspapers, if you have more than one in your area then send it to them all. And don't forget local radio stations.

If you already have a contact at any of the media outlets you are planning to send the release to, send it directly to that person.. If you do not have a contact at the outlet, send your release to the News Editor. Most newspapers will have contact details for the News Editor listed on their website.



When are you going to send it?

Different newspapers will have different deadlines and you should try to find out the best time to send a release. If the paper is published weekly, then the best time is usually by Tuesday latest.

How are you going to send it?

The most common method for sending releases is via email. Journalists prefer receiving press releases by email as it makes it far easier for them to write the story. When sending your release by email you **MUST** copy the text into the body of the email. **DO NOT SEND IT AS AN ATTACHMENT.** Journalists receive hundreds of press releases every day and won't even bother to open attachments in most cases.

Photography



Sending a photograph to accompany your press release will greatly increase the chances of your story making the papers. News Editors are always looking to use stories with strong images. It is a good idea to look at the newspapers you want to target, to see what kind of photographs they tend to use. Try to make the picture as interesting as possible and link it to the story. For example, if you are writing a story about a football team then take pictures of the team wearing their kit. Below is picture which accompanied the original Press Release from our template. Our photographer had the young circus performers dress up in their costumes and hold their props for the photo and it was used by several local newspapers.



If you can afford it, it is a good idea to hire a professional photographer – don't rely on the local newspaper sending one, even if they say they will. If you can't afford to hire a photographer and have to take pictures yourself they need to be good quality, high resolution pictures (around 1MB), if they are to be sent to the press. If you are taking pictures of children ensure written permission is obtained from their parents or guardians, before you take their picture.

Further Information

If you have any queries, are unsure about writing your press release, or simply wish to talk through an idea that you have regarding a story feel free to call your Grants Officer or Doreen Wadlow (020 8252 1551).

The Jack Petchey Foundation

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