



# **Press kit**

## **How to get local coverage?**

# What makes a good story?

‘A first’ - for example the first time a building is owned or service is run by the community

An ambitious project transforming the area and with wide benefits

A David and Goliath story - overcoming the odds

Milestones as plans take shape including the launch of a project

Opportunity for local people to comment on a project - have a say!

Be selective about what you send, it will stand out more!



# Some examples of local press

Community-owned pool in Leeds marks New Year's Day revival with fancy dress plunge



Drinkers at the Ivy House use law to save their pub



[Top stories in News](#)

Ministers demand: 'Why have we still had no FGM prosecutions?'



David Cameron blasts EU official who made 'nasty country' jibe

Revealed: Londoners' backing for £12bn Crossrail 2 rail link through the capital

City pay explosion leaves London with

Watford Community Housing Trust welcomes new volunteers

By Frazer Ansell

4:30pm Friday 7th June 2013 in News



Housing trust welcomes new volunteers

## Friends group in battle to save Leeds community centre

# How do I let the press know?

**Step 1: Write a press release** and send it to your local newspaper, radio, TV station and local networks

**Step 2: Make it lively**, a story you'd want to read about yourself, test it out on a colleague/friend

**Step 3: Get press contacts** from local newspapers' websites, and of Community & Voluntary Services and the council for their newsletters

**Step 4: Timing is crucial**, send out close to the event (not past it) – one week before at least for online press



# How do I let the press know?

**Step 5: Email subject line** - journalists receive lots of emails, give them a reason to open it - include the story headline and 'press release'

**Step 6: Attachments may not be accessible** - include the press release text in the main body of the email and as a low res attachment

**Step 7: Photos bring the story to life** - include one or two low res photos in the email (also see 'what makes a good photo?')

**Step 8: Get to know your local press** - if you have a project launch invite them along



**Telegraph & Argus**



# How to write a press release



- Keep it short - no more than 1 side of A4
- Make it snappy containing all the key facts about the story
- Get the most important points in the first paragraph - the 5 Ws – What, Where, Who, When, Why
- Include a quote to bring the story to life, from someone in your organisation or a local figure – and remember to get permission
- Don't forget to include your contact details at the end of the release
- And help us build the Locality movement, include a paragraph about Locality in the editors' notes and how to join the network

See our [template press release](#)

# Speaking to the media

The press may want to speak to someone so think about this before...



- Have someone available who is happy speaking to a reporter
- Prepare a short phrase that sums up your work
- Have 3 key messages ready to get across
- Test your key messages and phrases on colleague or friends
- If you don't know the answer to a question don't answer it, return to your key messages (listen to politicians being interviewed)
- Think of potential criticisms and how you would respond

# What makes a good photo?

**The press love photos - it can increase your chance of getting coverage**

Photos which illustrate your story

Include people in your photos

Ensure you have their permission and names (the journalist may ask)



Photos available in high and low resolution for both websites and print

Only send one or two low res photos with your press release – otherwise it may get blocked



# Social media - reaching more people

Many journalists and bloggers are active on Twitter and Facebook

Add your press release to a website and post a link to it on social media

You can post extra content for journalists eg a film on YouTube

If you're tweeting include us in your tweets [@localitynews](#) so that we can pick it up and tweet to reach a wider audience

And if you want to get started - read our short [social media toolkit](#)



## And please mention Locality

**If we've helped you and this made a difference, it helps to build awareness of the movement, making our voice and influence stronger!**

This could be in the editors' notes of the press release or when you're talking to a journalist

# Evaluate - focus on what's working

Keep a record of when you've appeared in local papers, websites and newsletters

Which stories were picked up? Send out more of the same

If a local paper isn't featuring you, have a conversation with the editor, find out what they're looking for.

And sign up to Google News alerts to find out when you've been mentioned online



# Contact us - we can tell people too

If you think this will be of interest to the National press - is it a 'first', a unique situation? Please get in touch and we can promote it further

We can also post your blogs on [Locality's website](#)

We can [tweet to our 6,000+ followers](#)

And we select stories for our [monthly newsletter](#)

Please contact:

Clare Roebuck [clare.roebuck@locality.org.uk](mailto:clare.roebuck@locality.org.uk)

Jo Shardlow [jo.shardlow@locality.org.uk](mailto:jo.shardlow@locality.org.uk)

# Other resources

Our [sample press release](#)

[Social media toolkit](#)

[Media Trust's free distribution service](#)

And you're off!

