



## Guide to Press and PR

You may already have contacts at your local and regional papers and radio stations. If so, that's great! Keep them in the loop with what your project is doing. Remember that they love photos and photo opportunities, as well as anything that celebrates local action.

We have a press release guidance also available in the Community Project toolkit. If you are writing a press release, you **must include Grow Wild and the National Lottery Community Fund**. There is standard wording and logos available in the template.

You may also want to include a quote from Grow Wild, and we would love to supply it! Simply get in touch with me, and I will be able to help.

- If you would like any help with press releases, or other guidance, please get in touch and we will do our best to help.

If you do not currently have any contacts, then we recommend you give them a call to introduce your project; perhaps even invite them to your first big event. They are unlikely to run anything unless you have a story, but it's great to get yourselves on their radar early.

Here are the kind of things that can be considered a 'story':

- **An event or activity** – especially one that will guarantee lots of colour, photo and interview opportunities and people.
- **Milestone reached** – e.g. 100<sup>th</sup> poppy to flower or 1,000<sup>th</sup> person to plant something for the first time or 100<sup>th</sup> birthday for one of your volunteers. Photos and people to interview always help here too!
- **A first** – for the area, for someone involved in your project, etc.
- **A case study** – this is where you pitch a story about someone (ideally local) that has engaged with and been positively affected by your project. These stories can take a while to be covered, but have the benefit of showing the amazing impact that you are having – *you wouldn't need a press release for this*.

It's best to plan your PR activity a couple of weeks ahead to ensure you make their deadlines. For weekly papers, this is generally ten days before the publication comes out but local radio needs just a few days in advance.

### **IMPORTANT NOTE ABOUT NEGATIVE COVERAGE!**

If, at any time, you believe there may be negative media interest in your project or anything associated with the site, get in touch with your Engagement Manager immediately.

Where possible, we would really like to know about any PR activity you're doing, so we can keep an eye out for it.