

Getting the local press involved

General media guidelines

One way to help drum up support for your DIY Streets project amongst residents, and get the message out there is through your local media. There will be plenty of opportunities to invite local media along to various community events as the project progresses. Make sure that you liaise with your Council or housing association who may also be sending out press releases. You do not want to overlap or send too much.



Once you have decided that you would like to let the local media know about your event you will need to send a press release to the news desk of the local newspaper or local radio and TV station. Make sure you have all the information you need. Find out the contact details of the news desks by listening for radio or TV announcements or looking inside the front page of a newspaper.

How to write a press release

A sample press release is included to give you an idea of how one might look.

❖ **Suggested font:**

- Arial, size 11, with 1.5 line spacing in the main body to make it clear to read.

❖ **In the first paragraph:**

- in a couple of sentences, give details of the event/project. To remind you of what to include put in information about: ***Who, What, Where, When, Why***

❖ **Body of the press release:**

- **expand** on the story, explaining in more detail what the event and project is all about
- **include** a quote from a key spokesperson from your street if possible

❖ **At the end** of the main information write: 'ENDS/'.

❖ **After that add your contact details**

NB - If you would like to invite a photographer to come and take a picture at the event, you should put key information in brief above the first paragraph so they can see at a glance what is happening i.e. at the top of the press release put:

PHOTOCALL

What: [Explain in brief what is happening on the day]

Where: [Exact location of event]

When: [Time and date of event]

❖ **Sending the release**

Once you are happy with the release you can post, email or fax the document to your local papers and radio stations.

❖ **Timing**

It's a good idea to send the release around 4 days before the event, and if you are inviting a photographer try calling a day or so before to see if it has made it to the picture desk and has been booked in their diary.

A sample press release

For immediate release: [Insert issue date here]

DIY Streets alive!

PHOTOCALL

What: Local residents hold fun day to discuss plans for their street's makeover

Where: Rat Run Road, Trafficville

When: Saturday 28th July 1.00 - 6.00pm

Residents in Rat Run Road will be getting creative with plans to re-design their street on Saturday 28th July at a community fun day. The event is part of a scheme to make the street a safer, more attractive place to live, where cars drive more slowly and adults and children can socialise and play.

Most of the residents in the street have been working on the plans for six months now, and this street party is a chance to showcase the proposals and invite everyone to come along and give their views and opinions. The new designs have been added onto a big street map and have also been marked out on the street using chalk, potted plants and household utensils so people can really imagine how their new street might look. Coloured pens and paper will be provided for people to get creative with their ideas, and the DIY Streets Diary is waiting for entries.

Local resident, Theresa Green, said "We are really excited to be unveiling the first plans for our street's re-design. We have been working hard to develop designs to put pedestrians on a more equal footing with cars. Our street is notorious for rat-running; we hope the new design will encourage cars to drive slowly so we feel safe in our street. This fun street party will give everyone the chance to let us know what they make of the plans so far."

As well as music from local band 'Streets Ahead', there will be plenty for the kids to do too, with games and face painting. Local councillor, Doug Inns, will be there to show his support.

/ends

For further information please contact: - give you full contact details

**** SAMPLE RELEASE BASED ON FICTIONAL INFORMATION ****