

# Announcing your grant to the media



Getting publicity for your project is a great way of letting the public know what you are doing with your grant, how local people can benefit and what the impact of your funding is for the local community. It is essential that Copeland Community Fund (CCF) grants and our partnership with you are accurately described and reported to the media and in all communications with the public.

We have provided this information sheet so that you know what you have to do to announce your grant, and how best to go about it. The Copeland Community Fund team is also available for media advice and support. A basic Publicity Plan template is also available on request or via the CCF website.

## When to announce your grant

As soon as you receive your notification email you are free to announce your grant. We have a handy press release/photo call template to help you, available on request or via the Fund website.

**Please note:** There may be instances where the announcement may need to be held back – for example embargo by other funders, match funding needing to be secured. Please read the notification email carefully.

## The press release

Please use the press release template by simply filling in the blanks. It includes guidance on how to structure your press release, examples of wording and CCF's correct 'Notes to Editors' paragraph – please just insert your project information where required. Remember to use simple, enthusiastic language and avoid jargon.

Do remember to forward your draft press release to a CCF Projects Coordinator a few days before you plan to send it out so we can approve it and provide a quote (if requested).

Some examples of local media contacts are given at the end of this information sheet.

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## TV media

If you have a really visual story, you could approach the local TV station. Speaking to a journalist helps you to get to the top of the pile. Ask to speak to the news desk, or, in the case of radio and TV, the forward planning desk.

Before you call, carefully plan what you are going to say. Journalists don't have much time, so you need to grab their attention quickly. Make sure your press release is ready to go via email, with the copy pasted into the message rather than enclosed as an attachment.

## Giving interviews

Sometimes you will be invited to do a media interview about your project. Agree in advance who the best person is from your organisation to do media interviews, and think about three key points that you want to get across.

Plan carefully what you want to say but remain flexible so that you sound natural and enthusiastic. You can always ask the journalist in advance what sort of questions they may ask. If it's a radio interview, find out if it's live or pre-recorded. Again, please let us know in advance if you have lined up any interviews as we can often offer someone from CCF to speak too. Remember to credit CCF where appropriate during the interview.

## Getting visual

Newspapers and websites are always looking for interesting and eye-catching images to make their pages and the story come to life. Remember to send any good quality photos relating to the project out alongside your press release.

If there is a strong visual element to your project, or you can come up with a quirky photo angle, you could consider setting up a photo call or a media call where you invite local media to visit your project in person.

Don't forget to send it to people who couldn't make it, along with any photos of the event, as they may well use the photo if you can provide it.

## Keep the media posted

The media is often interested to know when a project has finished or a significant milestone has been reached – they like an opening, launch or other event. Try to get members of the public there, including local community/friends groups and schools, local celebrities, local MPs and anyone who has benefited/is going to benefit from the project. The more people you can find who think the project is brilliant, the better the media coverage you will probably get.

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## Involving local public figures/your local MP

Don't forget that there may be strong local support to be gained by talking to local councillors, public figures or your local MP. Invite them to endorse your project within the press release through a quote, or get them involved in a photo call if you think they could help. See if your local MP is on social media and if so Facebook and/or tweet them with news of your project.

If your project has an opening or launch event or another type of event, consider inviting local public figures and/or your local MP.

Details of local councillors can be found here:

Copeland Borough Councillors:

<http://copeland.moderngov.co.uk/mgMemberIndex.aspx>

Cumbria County Councillors:

<http://councilportal.cumbria.gov.uk/mgFindMember.aspx>

Copeland MP – Trudy Harrison

Parliamentary:	House of Commons, London, SW1A 0AA	0207 219 4002	trudy.harrison.mp@parliament.uk
Constituency:	Main Street, Bootle, LA19 5TF	01229 718333	trudy@trudyharrison.co.uk

## Social media

Social media platforms such as Facebook, Twitter and Instagram are great free or low cost ways of publicising your grant and the work that you do.

It is very easy to set up accounts on these social media platforms. It is a good idea to designate more than one person as administrators of your social media accounts so you can regularly share information and respond to any comments.

We would recommend you:

- Share your grant and project news on social media, mentioning and tagging Copeland Community Fund

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- Follow Copeland Community Fund on social media
- Use social media to share news of your project throughout the project lifetime not just at the start

Do not forget to include use of social media into your communications planning, if you use Twitter or have a Facebook page, for example.

Please make sure you tag us in any posts or tweets as we will repost/retweet and increase your media exposure and reach. You can acknowledge the Fund's support by using the [#CopelandFund](#) hashtag when posting content related to your grant.

Make sure if you have a website that you keep it up to date with news and information. There is nothing worse than an out of date website!

If you want to keep an online record of your progress, other social media platforms might be useful. You could set up a blog/Flickr page or Facebook page for example. Please let us know if you decide to do this so we can like your page and help spread the word where appropriate.

## Negative media coverage

In the current climate, large amounts of investment by the Fund need to demonstrate clear public benefits at a local level. Always bear in mind local sensitivities when announcing your grant. Ensure that the name and the description of your project accurately reflects what it will deliver to the local community and try to avoid announcing your grant at the same time as a major piece of local 'bad' news – such as job cuts or cuts to services.

We are always on hand to provide advice on handling negative media coverage or media requests which potentially require more sensitive handling. There is usually an effective way to manage media stories if we work together.

## Keeping in touch

Let us know if your story appears in the media, so we can add it to our overview of press coverage for CCF funded projects. Please send us a final version of your press release (the one you issued to media) for our records. We do understand that sometimes only an edited version of an organisation's press release is what appears in the media.

Keep a copy of the press release along with the resultant article(s). Send all releases to the CCF Grants Officer with your progress report and note in the report if you received any publicity.

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## Who should I contact?

Local media for the area:

The Whitehaven News	01900 607610	news.wn@cnmedia.co.uk
News and Star	News desk 01228 612665 Sports desk 01228 612687	news@cnmedia.co.uk sport@cnmedia.co.uk
The Mail (formerly the North West Evening Mail)	News desk 01229 840151	news.em@nwemail.co.uk sport.em@nwemail.co.uk
BBC Radio Cumbria	01228 592444	radiocumbria@bbc.co.uk
CFM	01228 810444	Via the CFM website <a href="http://www.cfmradio.com/pages/contact-us/">http://www.cfmradio.com/pages/contact-us/</a>
The Bay	01524 848747	Via The Bay website <a href="http://www.thebay.co.uk/contact-and-about-us/contact-us/">http://www.thebay.co.uk/contact-and-about-us/contact-us/</a>
Cumbria Crack	01768 868051	admin@cumbriacrack.com