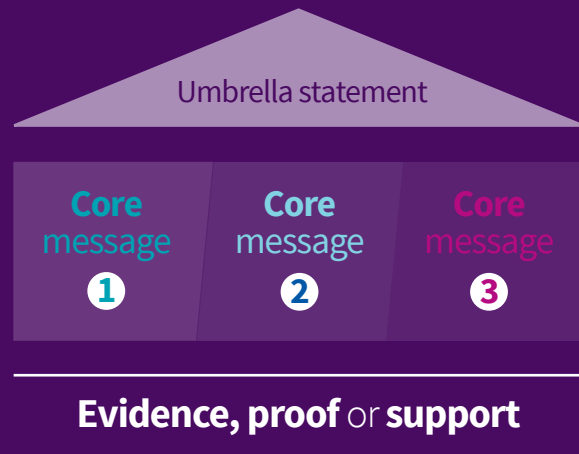


How to **publicise** your project



Creating the perfect press release

Brevity. Headline. Subhead.
FOR IMMEDIATE RELEASE + DATE + LOCATION.
Opening paragraph. Main body. Your information.
Contact information.



MORE
donations



MORE
volunteers



“ Recently, the desire for **pictures** and **video** by the media has heightened, so think about what works **visually.**”

ADAM BATSTONE (FORMER BBC NEWS ASSISTANT EDITOR & MHP DIRECTOR)

If you get a general reporter, keep their name and details.

General reporter
Name & details?

Be **opportunistic**

Google 'Local radio stations UK'

Find local outlets – many community radio stations are small and under-staffed – they like to copy and paste press releases!

Crowdfunding

If you have added crowdfunder to your submission don't forget to shout about it to make the most of gathering additional funding for your project.

ask friends

When being news aware ask friends for their view.

