



Publicity guidelines for successful WREN applicants

PUBLICITY PACK FOR SUCCESSFUL WREN APPLICANTS

Congratulations on being awarded funding for your project!

Your project is important to your community and getting publicity in the media is a great way to keep people up to date with how things are going and how grants are being spent. We hope this pack will help you generate good media coverage for your project and for WREN.

Here you will find information on writing press releases, taking photographs, good times to contact the media and how to refer to WREN and our donor landfill operator WRG.

If you have any queries about this information or need some more advice or help with your media relations please do not hesitate to contact your WREN Grant Manager.

What is news?

The media will be interested to hear about your project when:

- WREN confirms your funding
- Work starts on your project
- Your project reaches a milestone e.g. sod-cutting, or is completed.

How to let media know about an important event

If you have an important event such as an official opening or a local dignitary visiting your project it's a good idea to make sure the media know about it in advance. That way they can put your event in the forward planning diary so the news desk is aware.

Email your local media a 'diary date' with important information about your event e.g. what is happening, where and when, and your contact details. Send out your diary date no later than one week in advance of your event and follow up with a phone call nearer the time to see if anyone intends coming along. Even if a journalist plans to come to your event you will still need to write a press release.

How to write a press release

Press releases are a useful way to let the media know about your news. There is no guarantee a press release will result in any coverage, but a well-written release with simple, relevant information stands a good chance of being used by journalists as it helps make their life easier!

A well-worded headline and a short opening paragraph which summarises your news will help grab a journalist's attention. A good way to make sure you include all the important information in your release is to follow the 5Ws:

- Who?
- What?
- Why?
- Where?
- When?

Also, remember to make it clear who will benefit from your project and how. Quotes are a good way to get this information across in your press release.

Using quotes

Remember to include a quote from your project leader and from WREN or WRG. Write the quote as if you were speaking, not writing, and use it to give a bit more detail about the project, not to repeat information you have already written in the press release.

As an important funder for your project, WREN should be credited and quoted in your press release. To help with this, we have drafted some standard quotes from WREN and WRG which are already approved and can be inserted into your press release. Please select the quote most appropriate to your project from the selection below. However, we appreciate that every project is unique, so if these quotes are not suitable

for your press release, please contact your Grant Manager who will be happy to supply an alternative.

Approved quotes for biodiversity projects:

Peter Cox, managing director of WREN, added: "Through the Biodiversity Action Fund we're supporting projects that will enhance, restore and revive some of the UK's most precious habitats, providing a safe haven for British nature and wildlife. (*Insert project or organisation*) is now able to restore valuable habitats in (*insert location*). The work will have a really positive impact for many species of wildlife as well as the local community."

Mike Snell, external affairs manager for WRG, said: "We and our friends at WREN are delighted to see funding generated from the Landfill Communities Fund going to (*insert name of project or organisation*). WRG's business is all about helping people to improve their communities in a sustainable way, and this cash boost will help develop the natural habitat for protected species while benefitting the local community. We look forward to the completion of the project in (*complete as necessary*)."

Approved quotes for play area projects:

Peter Cox, managing director of WREN said: "WREN is committed to funding projects that make a real difference to local communities, children and families. The (*insert name of project*) will provide a fantastic space for local people to get outdoors and have some fun (*amend as necessary*). We're delighted to support (*insert name of organisation*) to make this happen and look forward to the completion of the project in (*complete as necessary*)."

Mike Snell, external affairs manager for WRG, said: "The funding for the (*insert name of project*) which has been awarded by WREN, will create a real hub for the local community to come together. WRG's business is all about helping people to improve their communities in a sustainable way and this facility / project (*amend as necessary*) is a great example. We hope many people in (*insert location*) enjoy it for years to come."

Approved quote – general:

Peter Cox, managing director of WREN, said: "WREN makes a difference to people's lives by awarding grants to community, environmental and heritage projects across the UK. We're delighted to support (*insert name of project or organisation*) and their valuable work."

Other information to include in your press release

A 'Notes to Editors' section at the end of the press release is a good place to include information which is useful for the journalist but not intended to be used for publication e.g.

- Your name, email address and phone number (including an out of office hours number if possible)
- Details of any photos that are available in a digital format e.g. .jpg or .tif files
- Captions for any photographs attached (including names and job titles for the people in the photos, ideally listed from left to right as they appear in shot)
- Any further background information or statistics
- The 'boiler plates' for WREN, WRG and the Landfill Communities Fund (you can find these on page 7 of this pack)

How to take great photos

Good, interesting photographs to accompany your press releases can help gain a better and larger piece of coverage. Here are some top tips for taking great photos that journalists and picture desks will like:

- Focus on the end users of your project
 - happy, smiley school children and residents enjoying your project are far more interesting and appealing than a line-up of men in suits!



- Show people enjoying themselves
 - get people jumping for joy or smiling as they use the new facilities, for example, show children using play facilities or local residents enjoying a cup of tea together in their new community hall



- Get dignitaries, MPs or officials involved too!
 - a photo of an MP, mayor or dignitary doing something unusual or fun will capture the media's attention. Perhaps you could get them sitting on a BMX bike, playing on a swing or laying the first brick of a new community building



- Don't try to cram in too many people
 - 3 or 4 people in the foreground is plenty. If you need to take a large group shot, then ask the photographer to take it from above with everyone looking up at the camera so you get lots of smiley faces
- Use props to tell the story if your project isn't visual or doesn't exist yet
 - to announce funding for a skate park which hasn't yet been built, invite a group of skaters and skateboards, or use a strong image of an animal which will benefit from work to be carried out.
- Avoid 'grip and grin' hand shakes and cheque presentations
 - unless you can get very creative such as an official cutting a ribbon while a BMX-rider jumps overhead.



Writing a photography brief will ensure your photographer knows exactly what shots you want by capturing all the essential information and giving clear instructions (such as who will be at the photo shoot, when you need the images by and what they will be used for). A template for a photography brief can be found on page 11.

It is also wise to get a signed permission form from any members of the public who appear in your photos, giving their express permission for their photo to be taken, sent to the local media and to be used for future marketing purposes. If any under 18s take part in your photo shoot, ensure you get signed permission from a parent or guardian (such as a teacher).

How to issue your news and photos

The quickest and easiest way to send out your press release is by email. Paste the press release in the main body of the email rather than attaching a document. Attach photos if you have them, but make sure you have captioned them with the title of your press release and the names of people in the shot from left to right.

For the best chance of getting coverage, make sure you meet the deadlines for your media. A guide is found over the page, but it is worth familiarising yourself with specific deadlines for the local media in your area.

Media deadlines

Type of media	Published / broadcast	Deadlines
Morning newspapers	Morning	Afternoon
Evening newspapers	Afternoon	Early morning
Weekly newspapers	Thursdays and Fridays	Tuesday / Wednesday
Online news sites	Constantly	None
Radio stations	On the hour / half hour.	None. Will take stories all day. Will often pre-record interviews the day before if they want to use them. Avoid calling on the hour or half hour when they are reading news bulletins
Regional TV stations	Breakfast Lunchtime Evening Late evening	Throughout the day. May pre-record clips in advance and do live broadcasts. Main news between 6-7pm

If you need advice about media in your area please contact your Grant Manager.

How to refer to WREN

In all publicity about your project please ensure you refer to WREN like this:

WREN is a not for profit business that awards grants to community, environmental and heritage projects across the UK from funds donated by Waste Recycling Group (WRG) to the Landfill Communities Fund.

Or if you need a shorter version:

WREN is a not for profit business that awards grants to community projects from funds donated by Waste Recycling Group (WRG) to the Landfill Communities Fund.

There is a longer description which we call our 'boiler plate' which should be used in 'Notes to Editors' in press releases (see example on page 9):

WREN is a not for profit business that awards grants to community, environmental and heritage projects across the UK from funds donated by Waste Recycling Group (WRG) as part of a voluntary environmental tax credit scheme called the Landfill Communities Fund. Since 1998, WREN has granted over £140m to more than 5,500 projects which benefit people living within 10 miles of a WRG landfill site. For more information please visit www.wren.org.uk

How to refer to WRG

Waste Recycling Group Limited (WRG) is the landfill operator which donates a percentage of its landfill taxes to WREN via the Landfill Communities Fund. Without WRG's generosity WREN would not be able to fund your project.

This is WRG's 'boiler plate' and should be also be used in 'Notes to Editors' in your press releases:

Waste Recycling Group Limited (WRG), a leading UK waste management and energy recovery company, is part of FCC the international infrastructure, environmental services and energy group (www.fcc.es). FCC in the UK comprises WRG and Focsa Services (UK) Ltd. Focused on delivering integrated waste management and energy recovery solutions to meet national, regional and local need, WRG operates facilities for the reception, recycling and disposal of waste, including a network of waste transfer and recycling centres and a regional network of landfill sites.

WRG donates the LCF tax credits that are generated by its operations to Waste Recycling Environmental Ltd (WREN), in order to add value to the environmental and social infrastructure of the communities around landfill sites.

How to refer to the Landfill Communities Fund

Journalists may find it helpful to have details about the Landfill Communities Fund (LCF). This is the LCF's boiler plate which can be used in 'Notes to Editors' in your press releases:

The Landfill Communities Fund (LCF) is a voluntary scheme which enables landfill operators to contribute some of the tax raised on the disposal of waste in landfill to Environmental Bodies (EBs) who can then fund community, heritage and environmental projects which comply with the Landfill Tax Regulations.

How to use WREN logos

Please use the WREN logo on any printed material you produce. You can download the logo from http://www.wren.org.uk/downloads/copy3_of_downloads.

And finally, please don't forget to:

- Let the local media know about your project and progress
- Let your WREN project manager know about your publicity plans – especially when you announce your funding and finish your project. We like to send a WREN representative to photo calls, launch events or opening ceremonies – so please tell your Grant Manager when these events will be happening
- Get sign off from your WREN Grant Manager for all press releases or publicity material you produce
- Acknowledge WREN's grant in your press releases and publicity
- Contact your WREN Grant Manager if you need advice or help! If you're not sure who that is, please call our switchboard on (01953) 717165 or visit www.wren.org.uk

Example news release

The example press release below can be used as a template to announce your WREN funding. It is based on a project receiving funding for community play areas. We have also included a checklist beneath it to help you write your own.

Logo

Date

Cash boost for new children's play area in (LOCATION)

or

(LOCATION) youngsters urged to "get out and play" in new £xxx playground

or

Tax on landfill leads to new £xxx playground in (LOCATION)

Children and young people in [LOCATION] are being encouraged to get out and play this summer thanks to a [£XX,000] grant which has been awarded to [ORGANISATION] for new play facilities in the area.

The cash boost has been given by WREN, a not for profit business which awards grants to community, environmental and heritage projects across the UK from funds donated by Waste Recycling Group (WRG) to the Landfill Communities Fund.

The grant will be used to build an adventure playground and to buy new play equipment for the old play area which has become run down.

[SPOKESPERSON], project manager of [ORGANISATION] said: "It is fantastic that WREN can make funds like this available to communities and we are very pleased our project was selected. We are looking forward to delivering two great new play projects within the next 12 months."

[ORGANISATION] has run the Get Out and Play Scheme on the estate for the last four years. Every day during the holidays the scheme sets up in a different location and unpacks a play pod containing different games and activities. For the last two years the intention has been to enhance this scheme by creating a new fixed play area, which will be designed and built by young people.

Mike Snell, external affairs manager for WRG, said: "The funding for the [Project] which has been awarded by WREN, will create a real hub for the local community to come together. WRG's business is all about helping people to improve their communities in a sustainable way and this play area is a great example. We hope many people enjoy it for years to come. Play facilities are such an important part of building community spirit and can really help families build connections and friendships in their neighbourhood."

"And of course they're a great way of getting children outdoors to burn off some energy and have fun! We're delighted to support [ORGANISATION] and look forward to seeing the new play areas take shape over the coming months."

-ends-

Notes to Editors:

For further press information:

Press contact for your organisation, name, email and telephone, including out of hours number (if relevant)

For WREN enquiries please contact *(insert details of your relevant Grant Manager)*

Your organisation

Insert brief details of your organisation and project.

WREN

WREN is a not for profit business that awards grants to community, environmental and heritage projects across the UK from funds donated by Waste Recycling Group (WRG) as part of a voluntary environmental tax credit scheme called the Landfill Communities Fund. Since 1998, WREN has granted over £140m to more than 5,500 projects which benefit people living within 10 miles of a WRG landfill site.

Checklist for your press release

Have you included?

- A short, snappy headline
- An introductory paragraph summarising the story including the 5Ws
- How much funding you have received from WREN
- Where the money is being invested and how is it being spent
- Who is set to benefit
- The correct WREN descriptor (please use the wording in the second paragraph when referring to WREN)
- A quote from your organisation, ideally with a WREN acknowledgement
- Some background information about your organisation or the project, further explanation about what the money will be spent on, how it will make a difference and what it aims to achieve
- When your project is due to start and finish
- Why the money will make a difference
- A space to include a quote from a WRG and WREN spokesperson. Please contact your Grant Manager who can supply an appropriate quote for your press release in support of your project or include one of the standard quotes included in this pack
- Notes to editors – please include the standard WREN notes to editors at the bottom of the press release and the contact details for your WREN Grant Manager

Example photography brief

PHOTOGRAPHY BRIEF [ORGANISATION – Summary of event/photo call]

Organisation: WREN (www.wren.org.uk)

Contact: [NAME of organiser], [NUMBER / MOBILE], [EMAIL ADDRESS]
[NAME of additional contacts], [NUMBER], [EMAIL ADDRESS]

Where: [ADDRESS WHERE SHOOT WILL TAKE PLACE inc. post code]
[ADDITIONAL INFORMATION including access to site, meeting point]

When: [DATE and TIME]

What:

[NAME of dignitary/representative] will be visiting [LOCATION] to officially open [PROJECT].

Include important and useful background information and a description of the project and its funding so your photographer can fully understand the project they will be visiting and reason for the photo shoot. .

List all those who will be attending and who should be photographed, with job title and role.

Why:

Explain here why the photos are being taken and how they will be used

Photos will be used for distribution to [TARGET MEDIA] to raise awareness of the project's completion and the funding which made it possible.

Photos may also be used for the organisation's member publication, website and e-newsletter.

The images we require are:

List images which you want the photographer to take on the day, e.g.

- Organisation and WREN representative(s) and local people at the project
- Organisation representative(s) and WREN with local children who will benefit, or
- Organisation representative(s) with wildlife which will benefit
- Organisation representative(s) trying out facilities
- Local mayor/MP/dignitary trying out facilities
- Local people visiting the site for the first time

Add any other directions for the photographer to keep in mind, e.g.

- Photos need to show WREN funding has a positive impact on the community
- Photos need to be lively and interesting
- Please feel free to use your creativity on the day to take additional shots which you think will achieve this
- Please ensure you get all names of those attending and caption photos

Format and deadline:

Please email a small selection of the best images (hi-res) to [EMAIL]. Please send the full CD of images by [DEADLINE] in the post to [FULL ADDRESS]

Invoice: [INVOICING DIRECTIONS]