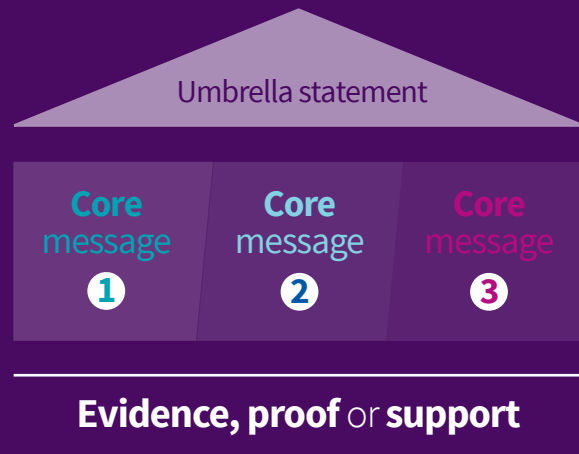


# How to **publicise** your project



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

General reporter  
**Name & details?**



A good story...  
the **effect**  
it has on  
real people's  
lives  
has  
**more impact**

Be **opportunistic**

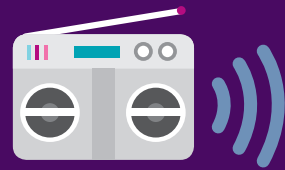
**ask friends**  
When being news aware ask friends for their view.

Creating the perfect **press release**



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

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!

 Crowdfunder.co.uk

**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.



**More visibility**



**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)