



## Guide to Publicity



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The National Youth Agency (NYA) is one of three Education Support organisations to receive funding from the Department for Communities and Local Government, under the Local Government Finance Act 1988. The Local Government Association (LG Association) has oversight of the NYA's work supported by this funding. The annual funding supports key areas of the NYA's work and promotes the role of local government and its partners in youth policy.



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# Young Researcher Network Guide to Publicity

As you know, we undertake research to inform people about the issues that affect young people's lives in order to effect change.

That is why it is important to tell people what you are doing and why you are doing it.

This guide has been designed to support young people in promoting youth-led research and provides you with tips on effective media relations, public affairs and events.

## Promotion When Working in Partnership

If your research is being done with the support of your local authority or another organisation, it is worth checking whether they have a press and communications team already in place.

Many organisations have guidelines they need to follow when promoting work they are involved with. They will also have established networks they will promote your work to, as part of their ongoing campaigns, opening up more opportunities for your research to be seen and heard.

If your research is funded by the National Youth Agency, they have a dedicated communications programme in place to promote the research to the youth sector, government and policy makers.

If you are thinking about doing your own promotional work and are funded by the National Youth Agency, please contact Holly Marie Draper on 07921 687847 or email [hollyd@nya.org.uk](mailto:hollyd@nya.org.uk), who will be able to guide you and ensure there is no duplication.

## The Golden Rules of Publicity

Good publicity is like good research – it always has a reason and seeks to have an end result.

Before doing any publicity, you need to identify:

- Who needs to know about our work?
- Why do we want to tell them about it?
- When is the best time to do this
- How do they like to be approached?

Through answering these questions, you will have the foundations for creating your publicity strategy, to guide the promotion of your research, every step of the way – from sourcing people to take part, to launching your findings.

## When to Do Publicity

Publicity needs to be done at a specific point during a project, as this normally provides the reason to communicate and, if you are using the media, means that it is more relevant to media audiences.

The most common project/publicity milestones are:

- 1) When you have won funding to undertake your project
- 2) When you have started your project
- 3) When you need to find people to help you with your study
- 4) When you want to announce your findings.

## Who, Why and How

There are lots of people that would like to hear about your work, but it is important that you focus your promotion on informing those it will either help or impact on the most – these are known as your stakeholders.

Your stakeholders can be split into two main groups, local and national.

When trying to identify who from each group, it is important that you keep asking yourself why they need to know – how will it help them and you?

Each stakeholder has a different way that they like to be talked to. For example, if you are looking for action from a single person, then it is best to call them or send them a letter, not put a call out in the local media. Whereas if you need a reaction from a group of people, for example young people like yourselves, then talk to them through the radio, tv, Twitter or Facebook.

Below is a table of key stakeholders that you should consider and how you should consider communicating with them:

Area	Who?	Why?	How?
Locally	Young people	<p>You might need to survey local young people and will need to find a way of getting them involved.</p> <p>The research is likely to impact on young people's lives locally and wouldn't you like to know what people have found out about your peers?</p>	<p>Press release to local radio, TV and newspapers.</p> <p>Set up a Twitter account and Facebook Page for your project.</p> <p>Contact local youth clubs to see if you can do a talk about your work.</p>

Area	Who?	Why?	How?
Locally	Local MPs and councillors (especially with a portfolio for young people), Leader of your local council, head of youth services.	They need to be kept up to date with important details about what is happening locally. Research into youth issues is a hot topic and provides a mechanism to support government activity.	Letter to introduce your project.  Invitation to any events you might be holding.
Local	Youth Organisations/ Schools.	They are able to promote your work through their own networks to showcase what young people in their area are achieving.  They might also have access to funding to further support your work.  They might be able to source young people to support your study.  They might be able to use your results to support their projects in the future.	Letter/email to the head of the youth organisation/school/college telling them about your work and if you need any help from them.  Invitation to any events you might be holding.
	Local Community	Your work might be around stereotypes of young people and might have an impact on the rest of the community as a whole.	Press release to your local media (newspaper/radio/TV station).
Nationally	National Youth Agency	We can promote your work through our website/twitter/Facebook pages and to the youth media or include your work at our young researchers' fair.  We could put you in touch with other young researchers who might be undertaking similar work.  Your work might have an impact on the youth sector as a whole.	Email <a href="mailto:hollyd@nya.org.uk">hollyd@nya.org.uk</a> with a press release or some information about your work.

## Create a Plan

When you have identified who, when, how and what it is best to create a publicity plan so you can keep track of what you are doing and where you are at.

The one below can be used as a template for you to fill in your own milestones and approaches:

Milestone	Who?	How?	Why?	Result?
Won funding	Local MP National.	Letter.	Inform them doing research.	
	Local Media.	Press release with picture of funding cheque.		
	Local Schools/ colleges/youth centres.	Letter.	Inform them local pupils doing research and might need help from young people.	
	Young People.	Set up Facebook Group and Twitter Page.	Inform them doing research and ask to join group if they want to be involved.	
	Youth Agency.	Press release.	They can tell the youth sector.	

## Running a Media Campaign

The media can play a great role in helping you to talk to lots of people at once – whether it is a newspaper, TV, radio or blogger.

To maximise on any possible media coverage you might get, it needs forethought and planning – just because you put a lot of effort in doesn't necessarily mean that the press will turn up to your event or print your story.

Local news desks receive over 500 press releases a day – your story really needs to stand out head and shoulders above the rest!

## Get to Know Your Media

Before you do anything decide on what you want to achieve and who you want to influence. The task is then to find ways of matching your agenda with the media's. They want real life stories – so try and avoid being too concerned with your organisational issues and think human interest.

Get hold of your local papers and study them. Find out what they like and use and target them appropriately. They may have regular slots that your activities will be right for.

Note the names of youth work and educational correspondents and the feature writers who do longer in-depth pieces. The same principles apply of course to local radio and television.

Build a relationship with a journalist now. Phone them up and seek their advice on what they would be likely to cover – get your name known, offer them help on something. If you have a planning or steering group invite a journalist to join it.

Write to the editor well in advance to discuss ways of getting coverage. Invite the editor to be a VIP guest at an event. Ask for their help in setting up advertorials, where local companies buy space to support an article on your work.

When you plan your event think about the needs of the media:

- Have you provided them with the brief, concise but complete information they need, for example with a press release?
- Have you provided visual interest for a photo call? The more creative the better.
- Have you got real people to speak for you? Try holding training sessions with your spokespeople, especially young people, so they can think through what they might say and get used to the interview situation.
- Press releases are useful but think of them as complementing rather than replacing personal contact.

Broad guidelines are:

- They should be typed and on one side of A4 paper, preferably with a suitable letterhead.
- Put some effort into coming up with a snappy, interesting headline.
- Put the really important information in the first sentence. Generally it should answer the questions who, what, where, when and why. After that put information in descending order of importance – enabling the sub-editor to cut from the bottom if necessary.
- Use short sentences and paragraphs and active, dynamic language. Avoid jargon. Try and write it so that it could be used unchanged as a news item. It won't be but people appreciate the effort you put into it.
- Include brief, lively quotes from a named person.
- Put the word 'ends' to signify the end of material you would want to appear in the article. Further background information, including a contact name and number, can be given in 'notes to the editor' at the end of the release. Indicate here if you have photographs available or if you are providing a photo opportunity.



# Young Researcher Network

## Press release template

Send press releases as an email. Put the press release in the body of the email, not as an attachment.

Label as a press release at the top

Put the date at the top

Opening paragraphs should contain the most interesting and important facts based on Who, What, Where When and Why

Subsequent paragraphs should tell the rest of the story. The least important information should be at the end

Put this at the end so the journalist knows this is the end of the press release

**Press Release**

**IMMEDIATE / EMBARGOED**

**DATE**

**National Youth Agency celebrates Youth Work**

The National Youth Agency has re-launched Youth Work Week this year to celebrate great youth work and generate positive publicity for young people locally. From 1 to 7 November 2010, youth groups across the country will be urged to celebrate great youth work, and to raise awareness of its benefits among politicians, both local and national, as well as the general public.

What happens in Youth Work Week is completely up to the youth services, voluntary youth organisations and young people who choose to take part. Group are invited to use the week however they see fit to promote their work.

Fiona Blacke, chief executive of the National Youth Agency said: "Youth work needs all the recognition it can get at the moment as the pressure on local authorities' budgets continues to tighten. Across the board we need to be far more vocal in showcasing the amazing achievements youth work approaches have in transforming young lives, particularly for the most vulnerable young people in our society. We need people to understand that youth work interventions made now often save the public purse a fortune in the future."

The National Youth Agency has run Youth Work Week since 1993 to provide a focus to profile-raising activity, by selecting the dates and the broad theme.

During Youth Work Week youth groups and projects all over the country will be showing people what they do. It can be as simple as opening their doors so people can see for themselves the activities and relationships that are at the heart of youth work.

In previous years some participants have chosen to set up major programmes of special events involving hundreds of young people taking part in conferences, displays and performances. Sometimes the focus has been on providing new opportunities to young people, sometimes on raising the profile to the general public through the media, and sometimes groups have targeted their message on local MPs and councillors.

**Ends**

Say whether it's for immediate release or embargoed. But be aware that some media will ignore an embargo

Straight-forward heading

Include direct quotes

For further media information CONTACT

Holly-Marie Draper, National Youth Agency Corporate Communications Executive on:

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**Notes to Editors**

**About the National Youth Agency**

The National Youth Agency (NYA) works in partnership with a wide range of public, private and voluntary sector organisations to support and improve services for young people. Our particular focus is on youth work and we believe strongly that by investing in young people’s personal and social development, young people are better able to live more active and fulfilling lives.

Working with young people, we advocate for more youth-friendly services and policies. We have four themes:

- Developing quality standards in work with young people
- Supporting services for young people
- Developing the youth workforce
- Promoting positive public perceptions of young people

We deliver our work through training and consultancy, campaigning, publishing and on-line communications. Through our activities we want to ensure that young people have a strong voice and positive influence in our society.

[www.nya.org.uk](http://www.nya.org.uk)

Put contact details here of person who will handle press & media

Notes to Editors should include background information about the organisation and the project

Include web address if your organisation has one



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