

A decorative floral wreath in a light blue color, featuring intricate scrollwork and leaf patterns. The wreath is centered on the page and frames the text 'Appendix D'.

Appendix
D

PR & Marketing Toolkit

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1. Introduction

If you are joining the Capability Brown Festival 2016, and you are opening your site to the public or organising special events as part of the celebration, there are some simple, practical things you can do to publicise these. The following guide outlines how to:

- Identify media opportunities
- Build a press list
- Work with journalists
- Write a press release (includes sample press release)
- Prepare a press pack
- Give good interviews
- Promote your site and activities on social media

2. Identifying media opportunities

Media activity may be reactive or proactive. This depends on whether you are responding to something that is already happening at your site, or whether you are creating a media opportunity with the specific aim of generating coverage for your site or event. Possible stories could include:

- Exhibition previews and openings
- Your events programme, e.g. talks, tours, trails, family-friendly activities, etc.
- Special occasions, e.g. an anniversary, late opening etc.
- Your staff and volunteers
- Competitions

Top Tips

- Plan ahead – look at the year or several months ahead and create a ‘PR calendar’ of potential media opportunities
- Identify news ‘hooks’ (e.g. Brown’s birthday month in August, etc.)
- Identify what audience (e.g. young people, families, etc.) you are trying to reach and think about what sort of media would be most suitable to target
- Focus on unique angles where possible – e.g. ‘first’, ‘oldest’, ‘never seen before’ etc.
- Think sights and sounds.... use photographs for print stories, and interesting backdrops for TV

Finding a PR agency

When considering some external communications support to help promote your site and events, working with a PR agency is an option to consider. It is important to begin by writing a brief, as this will help identify the support you are looking for and the skills required. Third party recommendations are always valuable, so do speak to other established sites and visitor attractions in your area and ask if they have worked with a PR agency before and if they have any recommendations to share. For more information, visit the Chartered Institute of Public Relations (CIPR) website: <http://www.cipr.co.uk>, who will be able to provide details of suitable agencies in your area.

3. Building a press list

Keep an up-to-date list of all the key media contacts you would like to keep informed.

Here are some categories to consider:

- Regional print – don't forget magazines such as county publications like Oxfordshire Limited Edition or Derbyshire Life
- Regional broadcast, e.g. local BBC radio and TV, commercial stations
- Event listings
- Travel media, e.g. magazines of regional train companies, such as Centro

Depending on what kind of story you are trying to pitch, think of tailoring who you speak to in order to maximise the chance of achieving good media coverage. This could be an education correspondent, or an arts editor for example.

You can build up your database of media contacts using a number of different sources, from the simple to the more specialised:

- Reading the media you want to be in and checking who is writing about those things
- Business / telephone directories
- Internet searches / websites / social media
- Media directory

The simple approach is to research the top ten media channels in your area, such as daily newspapers, local radio and TV and check who is reporting on what. You can purchase specialist online media directories which list outlets, names and contact details, however these can be expensive. You can purchase specialist online media directories, however these can be expensive. If you decide to purchase a directory, there are a number of different providers, so it is worth doing some research to see what is best for you. You could try Vuelio, PRmax or Meltwater.

Top Tips

- Make sure you keep your list up to date – add details of any new people you speak to, so you can ask for them by name next time and delete anyone who does not work there any more
- Try and get the direct line of relevant contacts so you can get through to them directly and try and build a rapport with ongoing contact
- Keep notes of who has visited / shown interest / etc. for future reference
- Follow journalists on social media, as this is a way for them to find stories too
- Be targeted in who you contact – a scattergun approach does not always lead to the best coverage

Working with journalists

What do journalists want from you?

- A news angle – the “so what?”
- The story – in a nutshell
- Key facts and statistics
- A good quote – “the sound-bite”
- Good images that are high resolution

Sometimes a journalist may approach you for information, or to provide a comment for a story they are writing. If you feel unprepared when a journalist calls, don't be afraid to say you need to verify the facts and call back – this will give you time to collect your thoughts and prepare your response.

Find out as many details as possible. For example:

- The journalist's name, phone number and publication/broadcast station
- What is their story/angle?
- What information do they want from you?
- What prompted them to call you?
- Who else are they talking to?
- What is their deadline?

Always consider whether you are the most appropriate person to deal with the journalist's query and if not, pass the request over to a more suitable colleague – however always ensure that the journalist knows who is dealing with their query.

TIPS FOR WORKING WITH JOURNALISTS

Do:

- Be available & return calls promptly
- Prepare your facts in advance
- Keep it simple – 3 to 4 key points
- Research your target media before you call
- Stick to what you know
- Follow-up – don't keep media hanging or waiting as you might lose the opportunity

Don't:

- Make promises you can't keep
- Guess, speculate or lie
- Talk in jargon
- Go 'off the record'
- Be drawn into commenting on other organisations
- Use controversial language
- Say anything you don't want to see in print

4. Writing a press release

A press release is a document written for journalists, containing all the facts and information about the news or 'story' and your key messages. It should include everything that a journalist will need to know to understand and be interested in your story or event. Press releases usually follow a standard format:

- The headline
- The opening paragraph
- The body of the release
- Notes to Editors

The headline

The headline is a summary of the content – make it interesting and relevant – you want to entice the journalist to read your release, not delete it straightaway.

The opening paragraph

This needs to summarise all the key points of your story at-a-glance. Try to encapsulate these key questions:

- WHO? • WHERE?
- WHAT? • WHY?
- WHEN? • HOW?

The body of the release

This is where you can expand your story, including your key messages and providing additional information and a quote or two.

Key media messages for Capability Brown Festival partners – A sample

In order to ensure that the public understands the breadth of activities taking place as part of the Capability Brown Festival, we have put together a short list of messages we would ask that partners use in interviews and media appearances alongside information about their own events:

- [insert your event] is part of the Capability Brown Festival, taking place throughout 2016
- The Festival is managed by the Landscape Institute and is funded with a £911,100 grant from the Heritage Lottery Fund. As a result there will be hundreds of events celebrating the 300th Anniversary of his birth, designed to put Brown on the map and recognise the impact he made on the English landscape.
- Many Brown sites, including those not normally open to the public, will host special events, tours and activities throughout 2016 and details can be found at www.capabilitybrown.org
- The Festival wouldn't be possible without the support of 21 partner organisations and other supporters who have provided match funding and funding in kind.

Tips on writing your own Key Messages for the media for use after the Festival:

- Put the paragraphs in order of importance – the release will be edited from the bottom up
- Use simple and colourful language and aim to write in a way that everyone can understand
- Keep the content as clear and concise as possible; use short words rather than long ones
- Include a quote to bring the release to life – if the journalist does not have time to get in contact, they have an authorised quote to use (think carefully about who is the most appropriate spokesperson to illustrate your story, e.g. CEO, a sponsor, an expert, a third party, etc.)
- Include full names for any acronyms and definitions for any unusual terminology
- Include contact details – your name and telephone number/e-mail address so that they can reach you to ask more questions (include a mobile number if appropriate – you may need to be contacted outside of office hours)
- After the final line, insert the word 'ENDS'

Notes to Editors

This section can include any other details which you feel may be of interest to the journalist, or to support your story. For example opening times/prices, funding grants etc.

If you are taking part in the Capability Brown Festival 2016, please include the following bullets:

- The Capability Brown Festival 2016 unites 21 partner organisations in the UK's largest Festival of its kind to date. It marks the 300th anniversary of the birth of Lancelot 'Capability' Brown in August 1716.
- The Festival is managed by the Landscape Institute and is funded with a £911,100 grant from the Heritage Lottery Fund, with additional match funding and funding in kind from the Festival's partners and supporters.
- Many Brown sites, including those not normally open to the public, will host special events, tours and activities throughout 2016.
- More information can be found at www.capabilitybrown.org

Other tips:

- Always put the date on your release – if it is buried in a pile of other releases, the journalist will know when it was issued and that it's new and not out-of-date
- When sending the release by e-mail, paste the text into the main body of your message rather than as an attachment; sometimes messages from an unrecognised e-mail address that contain attachments will be refused by the recipient's firewall or journalists won't bother to open attachments

HERE IS AN EXAMPLE OF A PRESS RELEASE

note - HLF logo required



[Include your logo so media know who is the author and where relevant include partners/funder's logo(s)]

PRESS RELEASE: embargoed until 00:01 on Friday 28 August 2016

[Always date your press release and if you want to control the exact time and date of publication, set an embargo, but only use embargos for major news stories]

Introducing the new face of the Capability Brown Festival 2016

[Use an eye-catching title to capture media attention]

A portrait showing a smiling Lancelot 'Capability' Brown has been selected as the new face of the 2016 Festival celebrating the 300th anniversary of his birth.



[Use the first paragraph to summarise the news angle – who/ what/why/when /where/ how are useful to mention).

Using an image can help grab attention, but make sure it's high-resolution and you have permission to use it]

Brown, often called the 'father of landscape architecture,' changed the national landscape and created a style which has shaped people's picture of quintessential English countryside. [Introduce the key messages early on]

The Capability Brown Festival 2016 is the first-ever nationwide celebration of Brown's extensive works. It aims to encourage a wider, more diverse audience to visit, learn about and enjoy Brown's landscapes. It will run throughout 2016, bringing together a huge range of openings, events and exhibitions, and sparking new and exciting research into Brown and his works. [Include what is referred to as the 'so-what' factor – why is your story important?]

The Festival has been funded by a £911,100 grant from the Heritage Lottery Fund, with match funding, and funding in kind, from the Festival's partners and supporters. **[Mention funders – but check first that they are happy for £donation to be mentioned]**

The portrait of Brown chosen as the new face of the Festival was painted by Richard Cosway, probably between 1770 and 1775. Cosway (1742-1821) is best remembered as the most fashionable miniaturist of the Regency era, and served as painter to the Prince of Wales before he was crowned as George IV.

The portrait is privately owned. It has been made available to the Festival thanks to the generosity of the owner and Bridgeman Images, which manages the rights to the portrait.

Gilly Drummond, Chairman of the Capability Brown Festival's Project Management Board, said: "The unveiling of the Richard Cosway portrait of the new face of the Festival is extremely timely, as Capability Brown was born 299 years ago this month. It signals that the countdown to the Festival has well and truly begun. **[Include a quote from the CEO/expert/celebrity/funder/3rd party to add weight to the story]**

"The Festival aims to celebrate Capability Brown's life, work, and the extraordinary legacy he left – both in terms of the rich array of sites attributed to him, and in his on-going influence on landscape design, which has been felt around the world.

"We are extremely grateful to the owner of the portrait, and to Bridgeman Images, for allowing it to be used in connection with the Festival, and we're looking forward to seeing it being used across the country in 2016."

As well as the Cosway portrait, the Festival's branding includes a logo generously designed and donated by Kolab, part of the Ferrier Pearce Creative group. Kolab, one of the Festival's founding partners, also designed and built the Festival's website, www.capabilitybrown.org. **[Include the link to the Festival website]**

There are more than 250 sites associated with Brown across England, with a small handful in Wales. The sites range from small private gardens to larger country estates, and include 12 public parks, some schools and hotels. Many are managed by members of the Historic Houses Association, the National Trust, and English Heritage. **[An interactive map of the Brown sites can be found on the Festival's website.]**

-ENDS-

[Always use the word 'Ends' at the bottom of a press release to mark the end of your news story]

For further information contact Laura Smith, Capability Brown Festival Research, Publications and Communications Officer on 0207 6852660, or by email at laura.smith@capabilitybrown.org

[Always provide a media contact and make sure your spokespeople are available for interview, at the time you release your story]

NOTES TO EDITORS

[Include useful additional background information – not necessarily for publication]

The Capability Brown Festival 2016

More information about Brown, and the 2016 Festival, can be found in the accompanying press pack.

The Landscape Institute manages the Capability Brown Festival on behalf of the Festival Partnership. The Landscape Institute is the Royal Chartered institute for landscape architects. As a professional body and educational charity, it works to protect, conserve and enhance the natural and built environment for the public benefit.

The concept of a festival to celebrate Capability Brown was first raised in 2012 by John Phibbs, a Brown expert.

The Cosway portrait and Bridgeman Images

[Make sure you always have quality, high-resolution (>1 MB in size) images to offer to the media – this can make the difference whether the story is published]

Where used, the Cosway portrait must be printed with the following attribution:
Portrait of Lancelot ‘Capability’ Brown, c.1770-75, Cosway, Richard (1742-1821)/ Private Collection/Bridgeman Images.

The image supplied with this release is licensed for one use only. All requests for subsequent use must be made to the Capability Brown Festival team via the form at www.capabilitybrown.org, or by emailing info@capabilitybrown.org. The image may not be used for commercial purposes.

Bridgeman Images is the world’s leading specialist in the distribution of fine art, cultural and historical media for reproduction. Every subject, concept, style and medium is represented in its collections, from the masterpieces of national museums to the hidden treasures of private collections.

Kolab

Kolab is a collaborative award-winning full service digital agency based in London, Dorset, Cambridgeshire, Surrey, Dublin, and in the heart of Europe.

About the Heritage Lottery Fund

Thanks to National Lottery players, we invest money to help people across the UK explore, enjoy and protect the heritage they care about – from the archaeology under our feet to the historic parks and buildings we love, from precious memories and collections to rare wildlife. www.hlf.org.uk @heritagelottery [Acknowledge your partners, supporters or funders wherever possible]

Photo opportunities

You can also send invitations to journalists, for example to an exhibition opening, or to take photographs. Keep these invitations short and simple, and don't forget to include obvious information like dates/times and your address.

4. Preparing a press pack

A press pack is a collection of documents which you can give to a journalist to provide information about your site or event. It does not have to be a huge document but it should contain information which may be useful when they come to write up their story. You should have a 'standard' press pack in place, which you can update regularly and tailor to suit a specific event or particular story.

Common components of a press pack include:

- Press release / listings release / photo opportunity invitation
- Background information about your site
- Biographies of key individuals
- Information regarding available images

The press release / listings release / photo opportunity invitation

This will give specific information about the particular story or event you are publicising – see 'Writing a press release' and example releases for further details.

Background information

This could include:

- The history of your site (e.g. key dates and developments)
- Information regarding buildings and collections
- Key statistics, facts or figures
- Funding grants, acknowledgement of investors / sponsors
- Information about education initiatives
- Details of any research projects

Think creatively here and try and use visual and comparative data, such as size comparisons to provide a sense of scale, e.g. "the preservation of ancient examples of clothing is a very delicate art: each individual cotton fibre is 10 nanometres in diameter – about a tenth of the width of a human hair"

Biographies

If any individuals are particularly central to your story or event, you may wish to include a brief biography (this only needs to be a paragraph or so). Alternatively, you may wish to provide details of key spokespeople (e.g. Director, Head Gardener, Education)

Stock images

A great image (or the potential for one) can be a great selling point for a story, and often drives whether a story will be publicised or not, so it is a good idea to have a selection of free digital images that can be sent to journalists on request.

Drone Photography

<http://www.capabilitybrown.org/blog/aerial-view>

Professional Photography

Hiring a professional photographer to take photographs can pay dividends in the longer term as the quality will be evident. If this is not possible however, make sure that any images you take yourself are high enough resolution for press use (2MB minimum) and that you have the permission of anyone who features in the photographs to use them.

If you are inviting press to visit for a specific event, they may wish to send their own photographer to take pictures to accompany their story.

Use a file sharing site to share high resolution images with, as these will be large files that might get blocked on email or take a long time to send. Try Dropbox, Picasa or WeTransfer instead.

5. Giving good interviews

Questions to ask before the interview, whether it is for print or broadcast on radio or TV:

- Who will be doing the interview?
- How long will the interview last?
- Is the interview live or recorded?
- Where will the interview take place, in a studio or at your venue as an 'outside broadcast'?
- What is the format of the interview? If it is a discussion programme, who else will be on the panel and what is the general tone of the piece?

At a radio or TV interview:

- If the interview is on site, make sure you are in front of an appropriate backdrop
- Ask the interviewer what the first question will be
- Ignore the camera/microphone and talk to the interviewer
- Speak clearly and try not to rush
- Be concise and don't get bogged down in detail, the average soundbite is 7-8 seconds long
- Don't be too technical and avoid 'jargon'
- At the end of the interview, the microphone may still be recording and the cameras may still be running – don't say or do anything until you are sure you are off-air

Top Tips

- Spend some time preparing your key messages (e.g. what, who, when...etc.)
- Think carefully about your audience and the level of detail needed
- Have examples to illustrate your points if necessary
- if you are going to be on TV, wear clothes that are smart but not too formal and avoid stripes/checks/patterns that might be distracting/or produce a 'zebra effect' on screen
- Promote your brand on TV – if you have one, wear a uniform/t-shirt with your logo (make sure this is at shoulder or chest height to avoid it being cut out of the shot!)
- Remember to smile!

After the interview

- Find out when the interview will be published or broadcast as times and dates can change
- Post links to your interview on social media

6. Using social media

There are lots of social media platforms that you can choose from to publicise what you are doing and engage in dialogue with visitors and other audiences. The most popular sites are Facebook, Twitter, Instagram and Pinterest.

The main references for the Capability Brown Festival 2016 on Twitter are:

[@BrownCapability](#)

[#CapabilityBrown](#)

Make sure to follow the Festival team as they will help retweet and share your posts.

Top Tips for using social media

- You need to use your chosen social media site regularly if you want to build a large following. You are more likely to attract new followers or gain 'likes' if you choose one site and use it often rather than creating accounts on all sites but never using them.
- Choose the site that is most popular with your target audience. For example, if you want to reach young people, Instagram is likely to be popular, whereas Facebook is more popular with a slightly older audience.
- Use images – people like pictures and are more likely to click on an interesting image than read lots of text.
- Post items about things you think your target audiences will be interested in. They don't all need to be about your site, but regular posts on relevant topics will build trust amongst your followers that you are 'their kind of site'. When you do post about your own events they are more likely to take an interest.
- You can pay for advertising on most social media sites. This can work well and is reasonably low cost. If you are trying to reach new people and decide to try paid advertising test out the response to different targeted groups, for example a specific geographic area or people with specific interests, and monitor the responses before spending too much.

