



How to get the most out of local media guide

Stakeholder Toolkit

You can make the difference

When your organisation celebrates a newsworthy event you can issue a media release to generate further awareness and create an interest in your work. This can help drive further awareness of the campaign and help to attract people to roles within adult social care.

A strong package for media will include:

- A media release which includes:
 - The name of your organisation
 - What you do
 - Key messages (explained below)
 - A quote from someone in your organisation (ideally the person the story is about and a senior figure or external partner)
 - Background information on the Scottish Government campaign if appropriate
 - A link through to the **CareToCare.scot** website
- High-resolution photography

If you would like to issue a media release, an example will be shared on the Stakeholder Resources webpage of the **CareToCare.scot** website. It includes a layout of the above information which you can tweak as necessary, and you will be notified once this is available.

Key messages

These are messages which you want to highlight throughout your communications activity. For example, they can be the key aims of your organisation and what it stands for as well as key points from the campaign as outlined on the **CareToCare.scot** website.

Examples include:

- If you're understanding and responsible, a career in adult social care could be for you
- Working in adult social care is a way to make a real difference to the lives of adults from different backgrounds who need support
- It's a hugely rewarding role that offers career progression if you want it

Examples of opportunities of interest to local media

Local media teams will be more than happy to receive your news and there will likely be opportunities throughout the year to share stories with them.

For example, you may be holding a one-off event so you could let them know beforehand to help drive attendees. Or your organisation may reach a milestone you want to flag or similarly, a staff member may go above and beyond or win an award in recognition of a special achievement.

Photography

Having strong images is a great way to secure coverage in local newspapers. Unfortunately, not all newspapers will be able to commit to sending a photographer on the day of an event.

We'd recommend hiring a freelance photographer if possible but, if that's not possible, your own camera or smartphone is more than capable of creating adequate images, especially for social media.

Costs for freelance photographers can vary but they typically charge by the hour plus their expenses and travel. Usually, you'd expect to pay between £125 to £200 per hour for a photographer's services. This time includes both time on location and time post-shoot to edit shots.

Please use these following guidelines when taking pictures:

Who: Think of what it is that your organisation does and try to convey this using people. Don't be afraid to improvise and stage situations so that they represent what you do.

What: It's also a good idea to stage a photo opportunity before or after any specific event to give you control over the shot and to avoid interruptions to the running of the event.

Where: Pick a bright, naturally lit location whenever possible (dark photos or faces in shadows are less likely to be picked up by the media).

When: Early in the morning is a prime time to stage some photography and capture some strong shots before your event starts. You should also keep taking pictures throughout the day as these will be useful for social media.

Why: Creating strong, high-quality shots for sharing with media and posting on Facebook, Twitter and Instagram will increase the profile of your project and generate wider interest in the great work that you do.

Top tips

- **Resolution**

Your photography should be at least 2480 x 3508 pixels. To take this standard of photography you should use a digital camera or an up-to-date smartphone.

- **Format**

Do not place images within the body of your press release. Send them as attachments to your main email.

Most newspapers prefer to be sent images in JPEG rather than PNG. Most cameras are set to take images in JPEG by default – you can check this in the properties section of the image file.

- **Size**

Take a mixture of landscape and portrait photography. Local media have different sized shapes to fill and will always be thankful to be presented with plenty of options. Online media tend to prefer landscape photography in either 4:3 ratio or 16:9 ratio.

- **Variety**

Take a mixture of posed and candid shots. Don't be afraid to get creative with shots that you think would make a great picture. They should be colourful, fun and engaging. Smaller groups work better and you should aim to have no more than five people in one shot.

- **Branding**

When staging photographs, remove badges and lanyards that individuals may have on their person.

Consent

It is advisable to obtain written consent from any members of the public who will be taking part in photography.

NB: Persons under the age of 18 require parental/guardian consent before taking part in photography. Persons over the age of 18 who have a nominated guardian, require guardian consent before taking part in photography.

Examples of strong imagery / less impactful imagery



Both of these images are engaging and well-lit. The first shows the story subjects laughing and engaging naturally, while the second is a nice, posed shot, used to illustrate a story, taken at the spot where the story takes place.



These images are poorly lit, with the first feeling a little awkward and too staged, while the second is shadowy with one of the subjects facing away from the shot.

Audio recordings

With smartphones, it's never been easier to capture audio recordings to further enhance the package you can offer media.

Via WhatsApp, you can record a voice message to then email to yourself to download and share with local or community radio. It's best to answer two to three questions which provides the stations with options. They'll be able to edit the clip at their side so you don't need to worry about anything other than sharing the raw file with them.

How to contact local media

You may already have a good relationship with your local media, but if not, don't feel intimidated.

Most local papers, TV & radio stations and community news websites will be only too pleased to receive your media release.

The contact details of news organisations are usually at the very bottom of the homepage on their website under a section called 'Contact Us' or similar. If not, a search on the internet using the publication name and the terms 'newsdesk' and 'contact' will usually give an email address and/or phone number.

As well as local print publications, you should always consider local community radio stations and website-only based newsgroups.

If there is a specific event which you want to highlight then allow good time for alerting news outlets so that they, and anyone else you want to attend, have time to prepare. One to two weeks in advance is usually advisable if you are dealing with a weekly newspaper, for example.

Website-only outlets will be more flexible with deadlines, but they too will also prefer advance warning so that they can plan coverage.

