

Media support

The Community Projects team works throughout the year to raise awareness of the efforts that Beautiful Scotland entrants commit to improving their communities, using communication channels such as the print and broadcast media, the Beautiful Scotland website, and social networking sites.

KSB currently provides media support by:

- issuing a national and regional media releases to promote registration;
- issuing a national media release about the Rosebowl and category winners;
- issuing regional media releases detailing the success of each entrant and highlighting the medal achieved and any category or discretionary awards;
- providing quotes, on request, to support your own media work throughout the year;
- providing information to entrants and reporters throughout the year to assist with media enquiries;
- providing template media releases for entrants to modify and issue, highlighting participation in the competition and the judges tour (these are available to download from the resources section [here](#)); and
- promoting the work of groups through social media channels.

As participants, you have the opportunity to maximise media coverage in your area, and to promote the work of your group throughout the year. This will help attract new volunteers, motivate those already involved and could lead to potential funding.

Local newspapers and radio stations are often on the lookout for local stories to cover, and Beautiful Scotland events (for example bulb planting, fundraising coffee mornings, and installation of artwork), can make good news pieces.

There are two key times to approach the media about your event:

- before the event, as a way of drumming up support and calling for volunteers to assist; and
- after the event to summarise how many people took part and what was achieved.

Before approaching the media, think about what you want to achieve. Consider the timing of your event: if you want to arrange a photocall with the local media, the morning is often preferable so that deadlines can be met. If you want an article to appear, provide an interesting angle and don't waffle - be accurate and informative.

The best way to put forward your information is in a media release, which can be emailed or faxed to the media. It is also a good idea to write down all your key points if you want to call the news desk so that you don't forget anything.

Make sure that in your briefing or media release you provide details of:

- Who is taking part;
- What is interesting, unusual or unique about your event;
- Where you are meeting and what you hope to achieve; and
- When your activity is taking place (day, date and time).

****And please make sure to mention that your group is 'taking part in Beautiful Scotland, which is run by Keep Scotland Beautiful – your charity for Scotland's environment.****

If you want to arrange for a reporter or photographer to attend the event, make sure that you let them know at least one week beforehand so that the date can be put in their diary. It is

often worth calling again the day before to remind them and find out if they are likely to attend. For weekly newspapers it is also important that you check when the print deadline is to ensure you get information to the reporter in good time.

Please do consider sending information to KSB too. We can use it on our website, social networking sites, or even include it in the monthly update emails to share with other groups.

KSB has produced two sample media releases and photo call template which you are welcome to fill in and use to publicise taking part, and the judging visit in August. These can be found in the resources section [here](#).

Social media

KSB is active on Twitter and Facebook and, where possible, we follow our groups and share their information with our wider audiences.

Please consider 'liking' our pages and do provide us with your Facebook/Twitter page names and we will reciprocate. If mentioning KSB/Beautiful Scotland in any posts, please use #KSBScotland / #BeautifulScotland / @KSBScotland

We would also recommend that you follow the RHS Britain in Bloom Facebook page, like its Twitter page and use #ourbloom @RHSbloom.

You can find KSB on:

Twitter here: twitter.com/ksbscotland; and
Facebook here: facebook.com/KSBScotland

And you can find the RHS Britain in Bloom on:

Twitter here: twitter.com/rhsbloom, and
Facebook here: facebook.com/rhscommunitygardening