

# Images and media support

## 1.1 Images

### 1.1a Media images

Unfortunately, the number of employees at local newspapers and magazines has been reduced in recent years due to financial constraints, so they do not always have the manpower to cover every event themselves. As such you may have to become the reporter and also the photographer for your event.

- When taking a photograph please consider what makes an interesting image. Shots of people lined up are on the whole dull to look at. The best images are those with some action in them. People doing something while also looking at the camera make excellent images, and even more so if the photographer has angled themselves, so they are either looking up or down at the subject. And remember a photograph can be staged, so take your time, arrange your subject and take lots of photographs.
- Images need to be of a high resolution – typically 300dpi minimum. Please set your camera to the highest resolution possible, because if the images are too small they just can't be printed.
- When taking a picture always make sure you've got permission from the people in the photograph and a full list of names and job titles to put in the caption of any picture taken. You'll also need the photographer's permission for the picture to be used for publicity. It doesn't have to be the copyright, just permission. Without all of these a paper is very unlikely to print the photograph. Where children under 18 are featured in photographs a photo permission form will need to be signed by the parent or guardian giving their permission for the photo to be used.
- The media often ask for before and after shots, as a way of illustrating a story, so please do keep a record of your activities from the very beginning.
- And finally, when emailing images to the media, only attach a couple of photographs (jpegs or tiffs) to each email, complete with the media release and information about the people in the shot. Don't let your email exceed 10MB; otherwise it may not get through the newspaper's email system.

### 1.1b Images required by KSB

KSB will request two digital images from It's Your Neighbourhood entrants to be used in a variety of ways including:

- during the presentations at the annual seminar;
- on the KSB, It's Your Neighbourhood, and RHS websites;
- in the local press, on request from journalists; and
- for KSB, It's Your Neighbourhood and RHS publications, including newsletters, leaflets and banners.

Images are due in by Friday 12 July and should be emailed to [beautifulscotland@keepsotlandbeautiful.org](mailto:beautifulscotland@keepsotlandbeautiful.org) (if the file size of your photos comes to over 10MB, please email them to same address by using the free file transfer service available at [www.wetransfer.com](http://www.wetransfer.com)). Please ensure that photos are sent in jpeg file format and are approximately 1-3MB in size.

#### **Important:**

**Any images sent to KSB containing people must have approval for their use.**

## 1.2 Media support

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

KSB currently provides media support by:

- issuing a national media release about the certificate presentations;
- issuing regional media releases detailing the levels of achievement and highlighting the work of each group;
- 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 photo call release for groups to modify and issue, highlighting the work of the group and the groups' participation in the campaign; and
- promoting the work of groups through social media channels – so, sharing and liking KSB Facebook posts and tweets is a great way to promote your own and other's activities.

We encourage all participants in It's Your Neighbourhood to work towards generating as much press coverage for their activities as possible.

### What does media coverage achieve?

Media coverage can result in good knock-on effects, for example:

- The more frequent and interesting the media coverage about your initiatives, the more people will be encouraged to support and participate in planned activities and programmes.
- Editorial coverage is great third party endorsement; journalists help the public form their opinions and can motivate people to get involved.

### Top tips for a good story

To gain coverage in the media you need a newsworthy story. A story can come from many viewpoints or perspectives, and you need to think creatively. Consider the following:

- What sets your project apart; how is it different to other community projects?
- Are any new sectors of the community contributing to your project?
- Are you tackling issues such as composting and water-wise gardening in a new or interesting way?
- Are you working on a special horticultural feature?
- Are you doing something interesting in relation to a well-known feature of local heritage?

Think beyond the physical side of your entry: the media are often interested in the human angle. Is there a story behind the people involved in your activities? Has volunteering with your group helped someone back into work, or improved the quality of someone's life?

Other media hooks your entry might draw upon could include:

- Have you transformed an area (for example, a 'before and after' story)?
- Have you restored or re-introduced natural habitat or wildlife areas?
- Do you include rare, exotic or unusual plants in your displays?
- Do you have a notable celebrity or personality linked to your project?
- Are you featuring people, a display or planting that has an interesting story or history?

- Does your planting reflect a wider public interest such as the environment (for example, conserving resources) or the community (for example, completely volunteer created)?

### **Contacting the media**

The easiest media for you to target will be your regional/local press by issuing a media release (see tips for writing media releases below).

#### ***Regional daily, weekly and Sunday newspapers***

Before you send in your story, consider which section of the paper it would best fit (news; features; gardening supplement etc.) and call the relevant journalist to introduce the story and ask if you can email them a media release.

If you are organising an event, a media release should usually be sent about a week in advance; however, if your local paper is only printed weekly, you should send your release to them two to three weeks in advance. Invite them to send a reporter and photographer along on the day (see the [Resources section](#) for a Media Photocall template). Try to confirm before the event whether any journalists or photographers will be attending and make sure you give them your mobile contact number.

If you gain a significant sponsor or other local recognition, your local newspaper might wish to write a story. They may wish to visit your community and take a picture. This is also a good opportunity to talk about upcoming projects or events you want them to attend.

#### ***Television and Radio***

When contacting your local television or radio station we would suggest you call the newsdesk for the programme you want to target and ask for the forward planning person who will be looking after the news on the day of your event.

**Top tips on writing a media release** (see the [Resources](#) section for an example media release)

- Be accurate and informative – get someone else to proof it for typos before you send it.
- Don't waffle; the ideal press release is one side of A4.
- A punchy, eye-catching title will capture attention.
- Key information should come in the first paragraph: what is happening? Why? Where? When? Who is involved? Many media releases don't get read below the opening paragraph so make sure you sum it up here.
- Include a quote or testimonial from yourself, a sponsor, a local dignitary, a volunteer or celebrity.
- Make sure your contact details are in the "Notes to Editors" at the end of the release, should the journalist have any follow up queries.
- If you can supply a high quality image to illustrate your story, mention that in the "Notes to Editors". Often a good picture will get a story featured.
- Always write "Media Release" across the top of the page and include the date together with any logo (the It's Your Neighbourhood logo is available from KSB – please email [beautifulscotland@keepscotlandbeautiful.org](mailto:beautifulscotland@keepscotlandbeautiful.org)).
- Include the date to be released (for example "For Immediate Release", or "Embargoed until 30 July 2019").

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.

**\*\*And please make sure to mention that your group is 'taking part in It's Your Neighbourhood, which is run by the environmental charity Keep Scotland Beautiful.'\*\***

## What else can you do?

**Use surveys:** The press want to cover the issues that concern its readers/viewers; if 250 local people have signed your petition to renovate a communal garden, contact your local paper with a press release.

**Target specialist media:** Consider 'specialist' media outlets in addition to your local paper, for example: the local community channel, horticultural press or programmes, tourism magazines, lifestyle magazines, and county-wide glossy magazines. If you have an idea for a feature, call the features editor and run it past them. Please note: lead times (the editorial schedules the magazines work to) for monthly publications could be as much as three months in advance and even longer for quarterlies.

## 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/It's Your Neighbourhood in any posts, please use #KSBSScotland #ItsYourNeighbourhood @KSBSScotland @RHSBloom @rhscommunitygardening #ourbloom

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

You can find KSB on:

Twitter here: [twitter.com/ksbscotland](https://twitter.com/ksbscotland); and  
Facebook here: [facebook.com/KSBSScotland](https://facebook.com/KSBSScotland)

And you can find the RHS Britain in Bloom on:

Twitter here: [twitter.com/rhsbloom](https://twitter.com/rhsbloom), and  
Facebook here: [facebook.com/rhscommunitygardening](https://facebook.com/rhscommunitygardening)