

Media support for communities

Media support

Keep Scotland Beautiful works year-round to raise awareness of the efforts that communities across Scotland go to, to improve and protect the places they care for.

We currently provide template media releases for community groups to use to publicise their work and to celebrate achievements. We can also provide quotes of support on request to support your own media releases throughout the year, and information to support you if dealing with an enquiry from the media.

We encourage all those we work with to try and generate as much media coverage for their activities as possible. Because, 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, and the more people will see that antisocial behaviour is not acceptable in your community.

Top tips for a good story

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

- What sets your activity / project apart from others in the community?
- Do you have any unique stats to illustrate a problem or solution?
- Do you have information on unusual litter items you have found?
- Are any new sectors of the community contributing to your project (young, older, vulnerable)?
- Are you tackling issues in an interesting way?
- Is there a human angle, a story behind the people involved in organising or supporting your activities?
- Have you transformed an area (for example, a 'before and after' story with pictures)?
- Do you have a notable celebrity, well 'kent' face or personality linked to your project?
- Is there a photograph which sums up your event or story?

Contacting the media

- The easiest media for you to target will be your local press by issuing a media release (see tips for writing media releases below or use one of our templates).
- 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 along on the day.

- Give them your mobile contact number for the day of the event.

Top tips on writing a media release

Please find two draft releases on pages 4 and 6 of this documents. These can be used before (as a call out) and after (to celebrate impact) a litter pick.

- 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, two at a maximum.
- A punchy, eye catching title will capture attention, but don't spend hours on it as normally it will be edited, and make sure it explains what is happening clearly.
- Key information should come in the first paragraph: what is happening? Why? Where? When? Who is involved?
- Include a quote or testimonial from yourself, a sponsor, a local dignitary, a volunteer or celebrity. Please email press@keepscotlandbeautiful.org if you want to include a quote from us.
- 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".
- Include the date to be released (for example "For Immediate Release", or "Embargoed until 30 July 2020).
- Please do consider sending information to us too so we can use it on our website, social.

Social media

KSB is active on Twitter, Facebook, Instagram and LinkedIn. Where possible, we follow the groups we work with and share their information with our wider audiences. But we have many to engage with, so to make it easy for us to see what you are saying, please do 'like' our pages and tag us in @KSBScotland @CleanUpScotland @CCFScot

Images

When taking a photograph to send to the media with a release please consider the following:

- 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. Close up shots of one or two people doing something while also looking at the camera make excellent images.
- Photographs need to be of a high resolution typically 300dpi minimum. Please set your camera / phone 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, ages, job titles etc to put in the caption of any picture taken. We can provide forms for you to collect this information.
- 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.
- 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. If the file size of your photos comes to over 10MB, consider using the free file transfer service available at www.wetransfer.com

NEWS RELEASE

<< insert date of issue >> Embargoed until <<insert date>> **or** For immediate release

Community comes together to protect the place it cares for

Call out for people of <<insert name of community place>> to join clean up efforts

Following reports of increased 'lockdown littering' << Insert name of group >> has pledged to clean up << insert place name >> and help keep Scotland beautiful.

Supported by environmental charity Keep Scotland Beautiful << insert name of group >> is now calling for volunteers to help protect the place that they live in.

Evidence shows communities benefit from coming together to improve their local environments and last year more than 62,000 people the length and breadth of Scotland participated in the charity's annual Clean Up Scotland campaign - helping to remove more than 615 tonnes of litter.

Paul Wallace, Campaigns and Innovation Manager at Keep Scotland Beautiful said,

"The challenging events of the last few months have provided an opportunity for all of us to spend more time in our local area and better appreciate the places we live.

However, they also created a unique opportunity for many of us to reflect on the decline in the condition of our communities, to notice the litter and dog fouling that we might otherwise have passed by, to be enraged at the selfish actions of our fellow citizens and to consider how we might make a difference.

This is your chance to do something positive and help clean up Scotland."

Ends

Notes to editors

1. Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. Keep Scotland Beautiful is committed to making Scotland clean, green and more sustainable. Further details at www.keepsotlandbeautiful.org
2. Media enquiries to << **insert community group contact** >> or to press@keepsotlandbeautiful.org if about the work of Keep Scotland Beautiful.

NEWS RELEASE

<< insert date of issue >> Embargoed until <<insert date>> **or** For immediate release

Community removes <<insert number>> of bags of litter

People from <<insert name of community place>> join clean up efforts to protect the place they care for

Following reports of increased 'lockdown littering' << Insert name of group >> has cleaned up << insert place name >> to help keep Scotland beautiful.

Supported by environmental charity Keep Scotland Beautiful << insert name of group >> and members of the community have removed << insert number >> of bags of litter and waste from << insert place name >>. Amongst the items removed were << insert any key findings from citizen science survey, or simply any unusual items found>>.

Evidence shows communities benefit from coming together to improve their local environments and last year more than 62,000 people the length and breadth of Scotland participated in the charity's annual Clean Up Scotland campaign - helping to remove more than 615 tonnes of litter.

<< insert quote from key person involved with community group >>

Paul Wallace, Campaigns and Innovation Manager at Keep Scotland Beautiful said, "We'd like to say a massive thank you to all those who took part in the litter pick and played their part in making a positive difference to the community.

"Many of us are angry that we must come together to tackle litter in the first place, but we know that cleaner places are less likely to be littered again, so it is an important for us all to keep cleaning up while we work on the longer term behaviour change which is so badly needed."

For further information about what you can do to tackle litter in your community, from a two minute clean up to a litter survey or a bespoke campaign, please visit

www.KeepScotlandBeautiful.org/cleanupsScotland

Ends

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