



Landcare
Australia

Promoting your event

Publicity and promotion tips for Landcare groups

Promoting your event

Promoting your local event

Promoting events run by the Landcare group in your local area can have huge advantages for your group. Getting the word out there about events and activities will increase the profile of your group, encourage people in your local community get involved and may help you get sponsorship and support from local businesses.

At the initial stages you should always add any events that you are organising to your groups's profile on the National Landcare Directory. You can also post details of your event on the Landcare Australia Facebook page. If your group has a Facebook page or twitter account make sure to include the event details on these websites too. If not, ask the members of your group to promote the event through their personal social media sites.

In this kit we outline a number of other ways that you can promote your events and activities in your local area, thereby spreading the word about Landcare and encouraging people to volunteer.

Posters

Posters are a great way to promote your event. Make sure to include:

- > Where and when your event is taking place
- > Type of event e.g. tree planting, fund-raising BBQ, weeding etc..
- > Website details if you have one
- > A colourful and eye-catching photograph to illustrate your event
- > What you want people to do or bring
- > Contact details for more information

- > You could approach a local printer and ask if they would be interested in printing for a reduced fee as part of a sponsorship deal and include their logo on your printed materials

- > Ask local businesses to display your posters

- > Display your posters for at least three to four weeks before your event and allow for up to two weeks printing time

- > Use A4 sized posters as they will take up less space and make it more likely that businesses will display them

- > **If you use a Landcare Australia logo or any other stakeholder logo e.g. Coles, you will need to get your poster approved by Landcare Australia**

Flyers

Flyers are a great way to promote your group activities. Here are a few tips:

- > Where and when your event is taking place
- > Type of event e.g. tree planting, fund-raising BBQ, weeding etc..
- > Website details if you have one
- > A colourful and eye-catching photograph to illustrate your event
- > What you want people to do or bring
- > Contact details for more information

- > Distribute them around your local area in a letter box drop

- > You could approach a local printer and ask if they would be interested in printing for a reduced fee as part of a sponsorship deal and include their logo on your printed materials

- > Ask local businesses to display them where people can easily pick them up

- > Approach your local newspaper and see if they would be willing to insert them into an upcoming edition for a reduced fee as part of a sponsorship deal

- > **If you use a Landcare Australia logo or any other stakeholder logo e.g. Coles, you will need to get your poster approved by Landcare Australia**

Media coverage

A great way to promote your event is to get some local media coverage.

Firstly you have to consider what it is you are trying to promote and decide what makes it **newsworthy** or interesting to the media and the people reading, watching and listening. Ask yourself:

- > Is it something new?
- > What makes it interesting to your local community?
- > Is there anything rare or special involved that will make it particularly newsworthy, e.g. is it the biggest/oldest/tallest/heaviest?
- > What's your WOW factor?

Once you've decide what your unique selling point is, you need to approach the media and be armed with three things:

1. Media release
2. Photographs
3. Spokesperson

Media Release

A template media release and all recent Landcare Australia media releases are available on www.landcareonline.com.au under Resources> Tools for Groups

Some guidelines when writing a media release are:

> **A catchy headline will grab attention**

This should be in bold, in a larger sized font than the main body of your media release and centred at the top of the page underneath your logo.

> **Add a sub-headline to explain the concept**

If you wish to you can also include a sub-headline which encapsulates your media release in one line. This should sit underneath your headline and be in bold and in a slightly smaller font size than your headline but still larger than the main body of your media release.

> **Put the important stuff at the top!**

Make sure you include what the journalist needs to know in the first two paragraphs and avoid including irrelevant information. The first paragraph should outline the key information in one or two succinct sentences. Make every word count.

> **Fives Ws**

The second and possibly third paragraph should include all other necessary information that the journalist needs to know – Who? What? Where? When? Why?

> **Introduce your spokesperson**

Include an informative quote from your spokesperson in the next paragraph where they talk about the importance of your event and what it hopes to achieve.

> **Include the facts**

Make sure to finish your media release with the information people need to know such as how to volunteer or support your event.

> **Include contact information**

At the bottom of your media release you should include contact details for further information. Always include a mobile phone number and an e-mail address so that people can get in touch with you when they need to. Also make sure that your spokesperson is available for interviews – there is no point using a spokesperson who is out of the country or unavailable when you issue the media release.

Photographs

Don't forget - a picture tells a thousand words! Always try to include a colourful, eye catching and relevant photograph with your media release. Not only will this draw the reader's eye to any story that may appear about your event, but it may also increase the likelihood of your event getting media coverage in the first place.

Photographs should tell the story of your event. A good publicity photograph should be:

- > Crisp and in focus
- > Colourful and bright
- > Eye-catching
- > Simple - so that if it is reproduced in a smaller size it will still stand out

Focus on what's important

Whoever is featuring in the photograph is your subject and therefore should be the focus of the photograph:

- > **Avoid** lots of sky or lots of foreground
- > **Avoid** a few tiny people in the distance with loads of grass filling the photograph
- > **Avoid** focusing on someone's back or side

An ideal photograph should include a smiling face looking towards the camera with the environment around them providing the context and what they're doing telling the story.

Big group shots can work well for a larger print article but always make sure to get pictures of either one person or smaller groups of two or three people. Most images will be reproduced on a small scale and these types of images will look better when reduced in size and tell the story just as well if you compose them properly.

Unposed photographs of people working are great in theory, but if you take some time to get people to pose and get a good variety of photographs, you will have a much better chance of one of your images being used.

Try to take photographs at your events regularly so that you will have a good collection of images to use for publicity and promotional purposes on an ongoing basis.

Examples of photographs that don't work!





Examples of photographs that do work!





Selling Your Story

Who you need to talk to

In any locality there will be a number of potential publicity avenues available to you including:

- > Local newspapers
- > Local radio stations
- > Local television networks
- > Local community groups, clubs, schools and societies that publish newsletters

Pick up the phone

Call your local newspaper, radio station etc and ask who would be the best person to email about your upcoming event? Once you have that information, you can send them your media release and image. If you don't get a response within a day, follow up your emails with phone calls to see if the relevant people have any interest in your story.

Some considerations

- > Make sure your spokesperson is available for any interview requests you may have
- > Consider what you can offer a television network if they are interested in covering your story – can they come to your event and interview your spokesperson and perhaps other people involved? Can their reporter get involved?
- > Can a local newspaper send a photographer or reporter to your event?

Timing

When considering when to pitch your story you need to think about what you want to achieve.

If you need to rally volunteers and participants you need to get your story out there three to four weeks before your event. If you just want to let people know that your event is happening or has happened, you need to approach with two week's notice. Remember that if your local newspaper is published on a weekly or fortnightly basis they will need the information well in advance of when they go to print. Give them a call to find out what their deadline is.

Find out how regularly local community groups, clubs or schools issue their newsletters, what their deadlines are and if your story can be included.

After your event

If your event was funded by a Landcare Australia corporate partner please send us the media release, images from the event, the poster or flyer you used and any media clippings you generated. This assists us when we provide a report to them listing all the PR activity you have had with the project. We would also like to promote your story on the Landcare Australia website and publication when possible. Note that the Landcare Australia logo or any corporate partner logos must be approved prior to use.