



Publicity Guide



Institute *of* **Physics**

Publicity

Good publicity is a key factor when organising your event. There are a variety of reasons for this: you may want to recruit an audience, or gain publicity for the organisers and partners, or send your message out to a wider audience than you can reach personally. This section outlines the major factors to take into account when publicising your event.

Designing Posters and Advertising Material

The easiest and most obvious way to advertise your event is by displaying posters in the surrounding area. Key points to keep in mind when designing your poster are:

- Use a high-quality (copyright-free) **background graphic**. This will gain attention to your poster and set the theme for the event.
- Make sure you include the **logos** of all the organisations involved in the event on your poster – partners, funding organisations, venues...
- Include the **minimum text** possible to get your message across – more words just confuse the design.
- Ensure that you use an **appropriate font** – this includes the size of the font and the typestyle you choose. It needs to be readable from a fair distance away so make sure you test it in advance.
- Include the **crucial information** for the reader to be able to attend the event – what, where, when and who.

A sample poster is included on the following page for guidance.

Anyone for Physics?

einstein.
year
Explore, Discover, Invent Physics

The Red Lion Pub
High Street, Douglas
Thurs 1st July
2pm

**Ever heard of a balloon kebab or
made an Alka-Seltzer rocket?**

Now's your chance...

**Manx
University
Logo**

For further information contact John Jones at Manx University
Tel no: 01624 061 442 or e-mail: john.jones@manx.ac.uk

Tips for Preparing a Press Release

Content

Heading and Sub-Heading

The first ten words of a press release are the most important.

To get a reporter to read on, they must be relevant and eye-catching.

What, Where, When and Who

The first sentence should encapsulate all the most important information – i.e. in order for the audience or reporter to attend the event, they need to know what it is, where it will be held, when it will be held and who is holding it.

How and Why

Include more detailed information in the next paragraph.

Clearly state your aims and how you intend to achieve them.

Quotes and Soundbites

Reporters need quotes and this is a great opportunity to be more descriptive.

Don't waste your quote – use it to provide more information rather than just someone's opinion.

Always attribute the quote to the spokesperson, including their title and the correct spelling of their name.

Keep them short and simple.

Contact Details

Include the name of the main contact for the press along with all relevant information such as e-mail address, telephone number, fax number and even a mobile number where possible.

Include the name, address and website of your organisation.

Style and Format

- Press releases should always be **double spaced** and kept to **one page** with nothing on the rear.
- Clearly head the page: "Media Release" in **bold** letters.
- Use **short paragraphs**.
- Include your **organisation's logo** so that future releases will be easily recognisable.
- Stick to the **facts**, not opinion.
- Use **plain English**, avoiding adjectives and decorative language.
- Use the **Inverted Pyramid Scheme** – put the most important information first.
- Be aware of the reporter's target audience. Emphasise the **local angle** as much as possible.

A sample press release is included on the following page for guidance.



DRAFT PRESS RELEASE

LOGO

MEDIA RELEASE

ANYONE FOR PHYSICS?

Scientists from Manx University are off to the pub for a round of Physics.

A variety of exciting physics-based demonstrations will be performed at The Red Lion pub, on High Street, Douglas, Isle of Man, on Thursday 1st July at 2pm, by scientists from Manx University.

The aim is to take science out of the lab and onto the streets, using everyday materials to demonstrate the surprising effect physics can have on many aspects of our lives – including going to the pub.

One of the presenters is Dr Jane Smith, a Lecturer in Physics with Manx University. She says: “We will be demonstrating fun pub-related activities that everyone can do with a little help from science. We will show people how to create wild effects such as a lager lamp or a balloon kebab, simply through the application of physics.”

Joe Bloggs, Head of Physics at Manx University said: “This event is unique in that it is an unusual venue for science experiments. We are taking physics directly to the public by doing it on their own turf.”

For further information please contact:

John Jones - Events Organiser

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Tips for Sending out your Press Release

If your organisation has a press office...

If your organisation has a press office, go through them. They will be able to guide you through the entire process and will know the best people to target. They will also have established a reputation and regular contacts within the local media community which will be beneficial in getting your press release read.

If you are going it alone...

1. Targeting

First decide what type of audience you would like to reach and find out which news stations and/or publications those people read. (For example if you are targeting the general public of all ages in one particular area the local newspaper and local radio or television stations would be most appropriate).

2. Specific Contacts

Next, call the newsdesk of the media organisations you have chosen and ask for the names and contact details of the Chief of Staff and any reporters/producers/presenters who would be particularly interested in the topic.

3. Timing

Press releases should be distributed shortly before the event. Ideally the press release should arrive on the reporter's desk the day before the event.

If it arrives too early it can become stagnant and fall to the bottom of the pile but any later and it may not give the reporter enough time to prepare, especially if he/she needs to attend the event.

The Institute of Physics Press and Public Relations office is also available to offer advice to members on all matters involving the media.

Tips for Dealing with the Media

After the press release has been distributed...

- Make sure the person who has been nominated as the point of contact is aware that they are the contact and will be available to field calls from the press.
- If a journalist calls asking for more information which you do not know the answer to, direct them to someone who does. This will help to avoid inaccurate reporting.
- Reporters do not work normal hours due to tight deadlines – be prepared for journalists contacting you outside 'normal' hours.
- Include in your event something that is visually stimulating – sound, colour and movement – for the cameras. Involvement of local children can act as a draw for local media so try to plan appropriate photo opportunities into your event.

Preparing for an interview...

You may be asked to give an interview about your event. Whatever the format (print media, radio or television) make sure you work through the following checklist well in advance so that you are thoroughly prepared.

1. Is it a live interview or will it be pre-recorded?
2. If it is live, ask to see the questions first. (To check that they are relevant and that you know the answers).
3. Prepare your answers - have the main points you want to say clear in your mind:
 - Why you are doing the event
 - Who the event is aimed at
 - What is going to be involved
4. Keep your answers clear, short and to the point.
5. Be aware of time constraints – try to get the most important information across as early as possible.
6. Prepare a number of short anecdotes and firm examples beforehand to keep your answers interesting and accurate.
7. Be aware of the 'local' angle and emphasise how important your event is with particular reference to the target audience.
8. Turn off your mobile phone.
9. Try to avoid doing an interview on a mobile phone – look for a land line.
10. Remember that if it is pre-recorded only a fraction of what you say will be use