

Publicity Guide



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What you're doing is amazing!

Sharing a strong locally relevant story with media can land good publicity, so no matter how small a mention, press coverage can help other people get to know about the great stuff going on where you live. It's a brilliant way to promote your event, celebrate the achievements of your community and inspire others to get involved.

You have the power to change people's perspectives, encouraging them to take small steps, have a go at new things and feel the benefits of connecting with their communities.

We've put together this guide to give you all the tools you need to **spread the word!**

Find out about your local media

Find out who you need to speak to at the different media titles

Find out how to speak to local media and what to share with them

Promote your event

Connect with more people

What is media and why does it matter?

Social media, TV, newspapers, radio (local), magazines, online media, vlogs and blogs



Generating **local** press is an effective way to reach a wide audience in a short space of time, so whether published online or in print, or broadcast on TV or radio, sharing your story is a crucial way to get the word out about what's going on where you live.

Journalists are always on the hunt for stories that will interest their audiences, so take advantage of their need for relevant content and share the news that matters most!

What do media want?

- An interesting, locally relevant story with accurate information.
- A story that tells them about an event, new initiative or project.
- A story that highlights any key challenges and the solutions your community has devised.
- Insights about the impact your activity has on the local community.
- A focused and succinct summary with a leading caption or headline.
- Short attributed quotes, with name, role (e.g. organiser) and the area they're from.
- An explanation of what makes your event special. Are you doing something different or exciting? We've had a world record attempt in Cornwall and a Brazilian carnival in Oxfordshire. Has a street party ever been held on your street before? Is it the first or biggest event? Has your group launched a new project or secured new funding? Basically, you need to share the elements that make your activity stand out.

- Include photography. Choose two or three of the best images to send to journalists and aim for about 1MB in size. You could invite a photographer from the local paper or stage a photo shoot. If it's before the event, you can use pictures of your last event, a picture of the organising group or a shot of a key location relevant to the story.

How to approach media:

- Monitor the media you want to target. Try to get a sense of the content and stories they publish and try to spot who writes / edits articles or produces / presents shows.
- Identify who is writing about similar community subjects in your local newspaper – give them a call and try to invite them for coffee to talk about your plans, activity or project.
- If you have a specific story, call news desks or planning desks and tell them about it.
- Timing is crucial. Always remember the lead times of the target publications vary depending on whether they publish monthly, weekly, daily or online.
- When you pitch, rehearse what you want to say and lead with the most interesting 'hook'. Have key messages written down in front of you so you stay on track sharing the essential information. Be succinct and specific relaying who, what, when, where and why it matters!
- Get contact details from research tools like [Media UK](#) or [Journalisted](#), the BBC, [Community Media](#), and by reviewing media titles directly.

Photography top tips:

- Our [image library](#) has some excellent examples of photos, where you can look at composition, framing and captions. You can also download these photos to use yourself, making sure to use the correct copyright.
- Remember lighting is important. Don't take images with a light source behind your subjects. Images featuring dark silhouettes or obscured faces won't get used.
- If you're taking photos at your event, put up photography posters and use [consent forms](#) to ensure everyone is happy and has given their permission to have their photo taken.
- For key group photos, try to list who is in the pictures, named clockwise from left to right.
- Send high resolution photos to print media.

Social Media

- Join the conversation! Find us [@edencommunities](#) on [Twitter](#), [Facebook](#) and [Instagram](#).
- Use the hashtag #TheBigLunch, or #ConnectedCommunities
- Create your own neighbourhood or Big Lunch account, like [Poets Corner](#), [Banbury](#) or [Bicester](#), or use your personal account to shout about your event.
- Remember to keep active and post frequent and relevant information.
- Look for local community pages on Twitter and Facebook and ask them to share your posts.
- Retweet or share our posts – we'll be sharing tips and ideas to inspire your social network.
- Keep everyone updated; let us know about events, key dates and how you're getting on!

Eden Project Communities PR team

The Eden Project Communities PR team celebrates your community news. We also commission research, explore relevant issues and generate stories to promote the values and benefits of better connected communities.

Our ability to secure media interest is dependent on the incredible support of participants who are happy to share their stories and speak to the media.

Eden Project Communities and Big Lunch key messages:

We can support you, but you can also support us by including our logo ([download it here](#)), our key messages and by acknowledging the wider role of our initiative in your publicity efforts.

- The Big Lunch is the UK’s annual get-together for neighbours, part of Eden Project Communities; an idea from the Eden Project, made possible by the National Lottery Fund.
- This year, the official date of The Big Lunch is Sunday 3 June, but you can hold a Big Lunch on any date that suits you and your community. The important thing is bringing people together.
- Launched in 2009, 2018 will be our tenth year and will see The Big Lunch return to its original date of the first Sunday in June.
- An incredible 9.3 million people joined the Big Lunch in 2017. This year The Big Lunch is going global, with Commonwealth Big Lunches taking place in March and April, in the run up to the Commonwealth Heads of Government Meeting.
- The Big Lunch takes place in all types of communities, with events ranging from a handful of people to thousands, sharing food together in a simple act of friendship and fun.
- Eden Project Communities connects people and communities, encouraging everyday people to make positive change where they live.

How we can work together

Where am I?	What can I do?	How we can help?
I’ve decided to hold a Big Lunch, what now?	Email communities@edenproject.com telling us as much as possible about your Big Lunch.	We’ll send you our Publicity Guide and a Big Lunch pack and share templates, recipes, photos, content for listings and launch ideas. We can add you to our nationwide case study database for national press opportunities too!
Do I need social media?	Yes! Set up a Facebook event/ Eventbrite page, Tweet news, and engage with us online.	We’ll share relevant posts with our followers and point you to fellow organisers / organisations for extra contacts.
Communications and support	Identify local media, communities and businesses. Display posters and invite a journo for coffee.	Our CNDs can link you with other local contacts and networks they might have in your area.
Before The Big Lunch	Complete a press release, contact local media, and invite them to your event.	We can look through your press release and provide advice. We can also suggest which media to contact.
The Big Lunch day	Send your best pics and story to the local press, and to us. Grab a copy of coverage and scan and email it to us.	Share your pictures on our website and social media. We love reading your stories!
After The Big Lunch	Tell us what impact The Big Lunch may have had on your community – are you holding other events?	We’ll include you in Big Lunch stories to inspire others and keep you informed about our latest PR activity.

List of contacts

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