

# MEDIA TOOL KIT

This is your **WOHAA Media Tool Kit** designed to help you get local media coverage of your events.

## Section 1

- **How to invite your local paper to your event**

Includes: **Template press release** for your local media, asking them to attend your event and a **template media invitation**

(Green and underlined sections are to be filled in by you)

## Section 2

- **How to publicise your event in the listing column in your local paper**

## Section 3

- **How to get coverage of your event on the radio**

Don't forget to find out when the article about your event will be published so that you can get a copy.

Remember to include any coverage in your Snapshots Project and any letters/emails that you send and receive. Send us a copy of the published print where possible – you will get extra points for it.

Remember to take plenty of photos at your events, which you can also give to the media to publish.

### **PLEASE NOTE**

You must ask your parents permission before giving your home or mobile phone number to the media. If you are giving your schools phone number, you must get permission from your school first.

If you have any questions during the process please email [info@thewingsofhope.org](mailto:info@thewingsofhope.org) or call us on 020 8438 1598.

**GOOD LUCK!**

## Section 1: How to invite your local paper to your event

The following pages contain a template press release and template media invitation for you to send to your local media. All you need to do is:

**Fill in your information** in the parts that are green and underlined. Once you have filled in all of your details, format the letter so that the font (Myriad Pro) and colour (black) are the same style throughout the press release.

**PROOF READ** the release, double checking for any spelling mistakes and checking that all the details are correct.

Keep your press release to **1 page of A4 maximum**.

## How to contact local journalists

- Call the paper – the number will be in the paper or on their website.
- You will be asked if you want to speak to someone in advertising or editorial – you need the editorial department.
- Ask for the name of the editorial writer who covers local events.
- Write down that person's name, telephone number and email address.
- Email them your press release with a short introduction to introduce yourself. Don't send attachments - they often read their emails on their blackberries and big files clog up their inboxes. Don't say 'Press Release' in the subject of the email - it looks impersonal and they get heaps so they will ignore it. Try to be creative and tell your story, making sure they know how news-worthy it is!
- Call your contact to check they have received your email.
- Don't get discouraged if your contact is hard to get hold of. Keep trying. If the journalist sounds unfriendly on the phone it is probably just because they are up against a deadline so don't take it personally! Be persuasive but not pushy.
- Ask them when is a convenient time for them to talk - their time is precious!

## Press Release Title (be creative!)

For immediate release: [date]

Wings of Hope Achievement Award Team: team name from school name

### Photo opportunity:

- Team name
- What your event is
- Where and when the events are taking place
- Why you are taking part in WOHA
- List any special features of your events – e.g. guests of honour/celebrities/unique acts/unique ideas

Team name are hoping to be selected as semi finalists for the next stage of the Award - the semi finals. This will mean the chance to present their fundraising projects at the House of Lords to the prestigious WOHA judging panel, which in the past has included Sir David Jason, Deborah Meaden and Robert Peston. WOHA winners win work experience placements and the chance to visit the Wings of Hope's project in India to see first hand how their fundraising is making a difference.

Include a quote (from your team members or teachers)

### Background information:

The Wings of Hope Achievement Award (WOHA) is a social enterprise scheme for students in year groups 10 to 13. It is designed to develop key transferable skills (including leadership, communication, time management, organisation and entrepreneurship) and develop an awareness of social responsibility. To date, over 4000 students have taken part in WOHA, from over 150 schools across the UK. Semi Finalist teams are selected to present their projects to a distinguished judging panel, including Sir David Jason, at the House of Lords in March. Winners will be announced at the Annual Award Ceremony at Wembley Stadium in June. Prizes include an all-expenses paid trip to India to visit the charity projects in action, and work experience placements with some of the UK's top employers, including Tata Consultancy Services, Saatchi and Saatchi, ARUP, and Edelman.

WOHA is run by the Wings of Hope Children's Charity, a small London-based charity working to provide free education in developing countries to children living in poverty, orphaned or separated from their families. The Wings of Hope has no religious or political affiliations.

### Contact:

Name: name 1 Tel: Tel 1 Name: Name 2 Tel: Tel 2  
team name here

Email : email address

Website: [www.thewingsofhope.org](http://www.thewingsofhope.org)

# Template Media Invitation

Media Advisory of Media Invitation

**(Eye catching headline here)**

Dear (Journalists Name Here)

Re: Invitation to a special event

You are invited to attend a special fundraising event in aid of The Wings of Hope Children's Charity. There will be a photo opportunities and the chance to interview school students.

My name is (Your Name Here) and, along with the other members of (Team Name Here) I attend (School Name Here)

We are taking part in the Wings of Hope Achievement Award (WOHAA), a social enterprise scheme run by Wings of Hope. Our mission is to raise money to fund the education of underprivileged children in developing countries.

We are aiming to raise both money and awareness for Wings of Hope and we feel that the best place for us to start is our local community. We would therefore be delighted if you would join us at:

Event Name:

Day:

Date:

Time:

Summary of event:

Special features:

Address:

Nearest tube stop:

We have taken the initiative to engage in social enterprise and this is our opportunity to make a difference, so please come along and support us.

We are determined to win the Award as all winners receive work experience with the WOHAA sponsors and associates, including Saatchi and Saatchi, Tata Consultancy Services, Edelman PR and Boots amongst others. The overall winners are rewarded with an all expenses paid trip to visit the Wings of Hope's education project in action and to see first hand how our fund raising is making a difference.

Please email me at your email address here or call me on your phone number here if you are able to attend. For more information about the WOHAA please log onto: [www.wohaa.co.uk](http://www.wohaa.co.uk)

Many Thanks

Name Here

Team Name Here

## SECTION 2: HOW TO PUBLICISE YOUR EVENT IN THE LOCAL PAPER LISTING COLUMN

### How to find out your correct contact:

- Decide which edition of the paper you want your notice to appear in. It is usually the one just before your event.
- Call the paper, ask for the listings editor, and write down their correct email address for you to send the event details to.
- Ask them the deadline for the issue you want your event to appear in.
- NB - The listings column is FREE.

### How to fill in the listings template:

- Make your event sound as interesting as possible.
- Think of an imaginative title for your event.
- Fill in your details in the green sections on the 'template for local listings columns'.
- Format the letter so that the font is all the same size, style, and make sure you **change the text colour to black**.
- **PROOF READ** the release, double checking for any spelling mistakes and checking that all the details are correct.

### How to send your listing to journalists:

- In the subject box write 'Event for Listings Column– Local Fundraising Event' so that they know it isn't junk mail or a reader complaint.
- A couple of hours after sending the email, call your contact to ask them if they have received it.

In your initial phone call you should:

- Introduce yourself.
- Say that you are phoning as you would like your event to appear in the listings column.
- Ask if they have received your email.
- Tell them about your event.
- Ask if they can feature it in the listings column and if so, what issue it'll be going in.

Send your contact an email covering all the points that you have discussed.

**Don't forget to pick up a copy of the paper in which your event is featured!**

## TEMPLATE FOR LOCAL PAPER LISTINGS COLUMN

FOR PUBLICATION ON ([date to be published here](#))

Dear ([Journalists name here](#)),

We would like to announce our upcoming event in your listings column. |

[Name of event:](#)

[Day:](#)

[Date:](#)

[Time:](#)

[Summary of event:](#)

[Special features:](#)

[Address:](#)

[Nearest tube stop:](#)

[Entry fee \(if applicable\):](#)

[Contact name:](#)

[Telephone number:](#)

[Email address:](#)

We are aiming to raise both money and awareness for The Wings of Hope and we feel that the best place for us to start is our local community.

For more information on the charity please visit: [www.wohaa.co.uk](http://www.wohaa.co.uk)

Please let us know if and when you will be publishing our event so that we can ensure we get a copy.

If you have any questions please email us at ([email address here](#)).

Kind regards,

[\(Your names here\)](#)

[\(Team name here\)](#)

Wings of Hope Achievement Award

## SECTION THREE: HOW TO ENGAGE LOCAL RADIO STATIONS

### How to get on air:

- Contact your local radio station. They are always on the lookout for interesting people to interview and stories to talk about on their breakfast or drive-time shows.
- BBC radio stations are the most likely to want to run your story.
- Log onto [www.local.co.uk](http://www.local.co.uk) where you can find your local BBC radio station and website.
- Call the radio station
  1. Introduce yourself.
  2. Say that you are phoning to offer a story / interview.
  3. Ask them who you need to speak to and write down their name, email address and phone number.
  4. Email or speak to your contact and tell them about your event and the Wings of Hope Achievement Award.
  5. Ask if they can publicise your event on air or if they would like to interview you.
  6. If they would like to interview you or publicise your event then send them an email confirming what you have discussed.

**Try to record any coverage to include in your snapshots project - you will get extra points!**