

7 Getting publicity

Now you have planned your event, it's time to think about publicity. There are lots of different ways to inform people about your event and how they can get involved. Think about who you want to tell and the best method to reach that particular audience. Promotional resources including posters and template press releases will be available to download from the Playday website.



message to address a local issue, such as the need to make a public space more child-friendly or for a local play space to be refurbished. Make the most of the interest generated by your Playday event, highlighting the importance of play and benefits of child-friendly communities for children, young people and the wider community. Including the campaign title on your promotional leaflets and signage on the day will ensure everyone knows you're supporting the national campaign.

Tell us

Don't forget to register your event on the 'Events near you' section of the Playday website. The website receives lots of visitors in the run up to Playday due to the national media coverage generated, so this is a great way to attract people to your event. If your event is not open to the public, it is still important to register your event via the website to receive support from the Playday team; you can specify whether your event appears on the Playday website or not when you register.

After your event, don't forget to send a copy of your media release, photographs, and any press cuttings you get to the Playday team – visit the Playday website for details.

The message

The Playday 2010 campaign is *Our place*. *Our place* puts children at the heart of our communities, and asks everyone, young and old, to help create better places for all of us to live and play. You could develop this campaign

Official promotional materials

Each year, Play England produces official Playday resources for event organisers, including a free promotional postcard and posters, which you can download or order printed copies at www.playday.org.uk. The event poster has space for you to add details of your event and logos. Create a list of everyone you want to know about your event or campaign, and make sure they receive a postcard and see the posters.

Official t-shirts and other promotional materials such as banners, stickers, lanyards and Frisbees are available to purchase from the Playday web shop. The range of products are all available as part of our special group discount rate for Playday event organisers, no matter how large or small your order. See the Playday website for further details.

Produce your own

To give your campaign a local edge and tailor materials to your event, why not produce your own campaign resources? If you have managed to secure a local sponsor for your event, they may fund promotional materials on your behalf. Producing your own materials gives the advantage that you can include your own logo or logos of local partners. Don't forget, children and young people who will be attending your Playday event may enjoy being involved in the design and even production of some of the materials.

The official Playday logo is available for Playday event organisers to promote Playday events; you can request the use of the Playday logo by emailing playday@ncb.org.uk. Proofs must be submitted prior to print whenever the logo is featured, which can be approved quickly by email.

Postcards and posters are straightforward to design and relatively cheap to produce. They add a huge amount of value in terms of advertising and also for getting your message across if you are coordinating a local campaign as part of your Playday event.

T-shirts are always popular at Playday events. Shops and companies can produce them for you, in both small and large quantities. You could alternatively make your own, using old or cheap plain t-shirts and screen-printing, for example.

Other popular promotional materials include frisbees, banners, stickers – the world's your oyster! The disadvantage of ordering bespoke products for your event is the costs can be prohibitive for small quantities needed for individual events. Take a look at the Playday web shop for comparison. When deciding what materials you would like to produce, consider the benefit in terms of play value. Whilst branded toys can be a real crowd pleaser, children can get just as much, if not more, pleasure from free loose materials to play with at your event.

Designing fliers and posters

Designing a postcard or poster is not as daunting as it sounds. You don't need to be a skilled artist, a computer genius or design expert, to produce effective materials that will get your campaign noticed and event well attended. Follow these simple guidelines and you can't go wrong!

Information

- Include the most important information: Who, what, when, where and why.
- Keep it short and simple.

Images

- Use strong, positive images that represent children and young people in your community.
- Use images from previous Playday events to capture the essence of the campaign.
- Ensure consent has been obtained for all images featuring children and young people.

Logos

- Get hold of an original copy of your organisation's logo so your materials look professional. If you work for a local authority or large organisation, your communications team should have copies of logos and a guide on how they should be used.
- The Playday logo and guidelines are available on request – email playday@ncb.org.uk.

Colour

- Limit your use of colour to three or four to create consistency and give a professional edge.
- Make sure the colour you use for text makes it clear and easy to read.

IT

- Microsoft Publisher and Word packages can both be used to create flyers and posters.
- You may find a colleague or contact has access to more advanced programmes such as Adobe InDesign or Illustrator.
- Why not get a design team together from your planning group, choosing members with the best IT and creative skills? Be sure to include children and young people.

Style guides

- If you work for a local authority or large organisation, your communications team should have a style guide you can follow or may produce the materials for you.
- You may want to follow a similar style to official Playday materials. Email playday@ncb.org.uk for a copy of the Playday logo guidelines, which includes information on our colour palette, fonts and style.

If you have any questions about designing and producing your own Playday materials, email us at playday@ncb.org.uk.

Event listings

If your event is open for anyone to attend, make sure it is included in local event listings. These are usually free to advertise in. Parents and carers are often looking for fun activities for children and young people in the summer holidays and listings can be their first port of call. Don't forget your local authority and free local newspapers will have events or 'what's on' guides. Think about making use of 'what's on' notice boards which can often be found in local libraries, civic centres, community venues and even supermarkets. There are also listing guides online, including family specific websites.

Newsletters

Newsletters are a great way to keep everyone informed and involved in your event. Contact your local play network and local authority; they are often looking for news items to include in their newsletters or are happy to publicise an event. You could even consider producing your own newsletter if you decide to develop a campaign after your Playday event.



Working with the media

Local media often feature fun stories of local interest, especially those featuring children.

If you've not worked with the media before, or have tried before but not had a story covered, it can feel daunting. The good news is that every year, the local and regional media provide a phenomenal amount of coverage on Playday – it's exactly the type of story this group is interested in.

Find the names of your local newspapers, magazines, television and radio stations in your phone directories or within their publications or websites. With a newspaper or magazine, you'll need to contact the news desk, so mark your media release for the attention of 'The news editor', and for local television and radio, contact the forward planning desk. You could give them a call and ask who is the best person to send your media release to and how they would like to receive it – whether by email, fax, or printed copy in the post. The more you work with the press, the easier it becomes. You will get to know which journalist, when and how to contact them, and who is most likely to support your aims.

Don't be afraid to suggest how a journalist might cover your story. In fact giving it some thought before you contact them is a good idea. Think of an angle that makes your story 'attention grabbing' - mention something unique and be upfront. Also be ready to supply names and contact details of people they can interview.

Write a media release

Remember to include the five 'Ws' in the opening of your press release:

1. **Who** is involved?
2. **What** is your message?
3. **Where** is the event taking place?
4. **When** is the event taking place?
5. **Why** is this event taking place?

Refer to the Playday 2010 *Our place* campaign and tell them:

- Why it's important to celebrate and recognise children's right to play
- What difference celebrating Playday will make to your community
- Who needs to act and what needs to be done

Keep it punchy. Use short paragraphs, short sentences and short words. Your media release should only be one or two pages long. Explain everything clearly: avoid abbreviations and jargon. Use a headline that states what the story is about and grabs the editor's attention.

Include a quotation from someone involved in the event, or a supporter of your event, which could be a VIP or your local politician.

Always include a contact name and phone number. Make sure there is someone available to answer this phone at any time – a mobile phone number is ideal.

Make sure you provide some background information about Playday 2010; there are some facts you can use in this guide in *What's Playday?* section, or visit the Playday website.

Remember, local radio stations can get as many as 40 media releases a day, so think about what makes yours stand out. Try to grab the reader's attention in your opening paragraph.

Sample press release

If you're short on time or need an idea of what a media release might look like, take a look at the sample press release on the Playday website. Adapt this to include your event details and any additional local campaign messages.

Media countdown

It's important to include a plan for getting local

media publicity in your overall week-by-week event countdown.

Two weeks to go - Send out your media release to the local media. Make sure someone is available to answer the phone if they call, and make a note of the journalist's contact details. Don't worry if no one calls; many will leave it to the last minute to decide which stories to report on.

One week to go - Phone your local media to say you sent a media release and you'd like to talk to someone about whether they're interested in reporting on it. Be friendly but persistent. Newsrooms can be busy places and so if you fail to speak to someone, keep trying! When you are calling a newspaper, check what their deadline is for going to print, and avoid calling them at their busiest times and so you don't miss it.

Three days to go - Agree with your media contacts what sort of story they want to do. They may want to send a photographer; some may want to interview you or your local MP. Make sure someone is available to organise this.

The day before - Call your media contacts to confirm the details of the event and any interviews you have arranged for them. If your local newspaper, radio or television station is unable to report on your event, remember to send in photographs, films or other reports afterwards.

If you've not had much interest from the media so far, give it one more go. Contact before 8am (so you don't miss their morning planning meeting) – they might have a cancelled story and need something at short notice to fill it.

On the day - Allocate one person to be 'press officer' for the day to look after the journalists you are expecting. Make sure this person has a list of the names of journalists and photographers you are expecting, and some spare copies of your media release.

After the event - Thank the journalists, and send in two or three of the best photographs from the day. Make sure you include names of the people in the photograph (as long as they have given consent), in the order they appear, and two or three lines summarising the event and its objectives.

Photography at your event

Having lots of good-quality photos increases your chances of getting publicity for your Playday event.

Identifying a photographer

It is a good idea to identify a good photographer for the day. You don't need to hire a professional, although if you have the budget it might not be expensive to hire one for the busiest part of the day, say for one or two hours. If you can't afford a professional, pick a keen amateur with a high resolution digital camera; digital photos will be easier to send to the press afterwards, by email or on disk. Why not get a child's eye view and think about giving disposable cameras to children and young people at the event?

Stage a photo call

Children and young people playing always provide lots of opportunities for great photographs. To capture the imagination of the photo editor, and for a better chance of getting publicity, stage a photo call and request that the press send a photographer. Newspapers get lots of requests to photograph events; if they are unable to send a photographer to your event, remember to send your own photos of the day to them. Take plenty of your own Playday photos and email the best ones over to their offices before the day ends or prepare some in advance of people involved.

Maybe one of your VIPs – your local MP, mayor or celebrity – could help you out. Visit www.upmystreet.com for lists of local councillors, MPs and other elected representatives such as Welsh Assembly Members (AMs) or Members of the European Parliament (MEPs). Arrange photographs with them and some of the children and young people.

Send us your Playday images

The Playday gallery is now online featuring images from previous Playdays. If you haven't done so already, why not send us your Playday photographs? We're always looking for images for materials such as this guide, posters, postcards, publications and the Playday website.

We cannot publish images of children unless we have written confirmation from you that permission has been given for the children and young people featured in photographs. Where this is not possible

(for example crowd shots at large public events) we may be able to use the photographs but would need written confirmation from you that the guidelines below have been followed.

Consent for photographs

You should take child protection guidance and the Data Protection Act 1998 into account when allowing photographs to be taken at your event.

Close up photographs

Parental consent should be obtained for close up photographs that are published featuring anyone under 18 years old. When taking close up images at your events, ensure that the subjects are aware of the purpose(s) for using the photographs and that the photographs may be published in the media, and in future promotional materials (including Playday materials produced nationally). For this purpose we recommend using a photo consent form.

If any of the subjects object to the photograph being taken, do not take the photograph. If anyone objects afterwards, make a note of this and inform the event organiser and delete the image if possible.

Crowd shots

If consent cannot reasonably be sought because the photographs are taken in a crowd or public place and if you can answer 'yes' to the following questions, it would be reasonable to take the photographs without fear of being in breach of the Data Protection Act 1998.

- Would people attending the event expect photographs to be taken?
- Would people in the photograph probably consider themselves to be in a public place, with no expectation of privacy?

Consent form

You may wish to use the sample Playday photo consent form on the Playday website.

For a generic sample consent form and more information about what event organisers need to be aware of when taking photographs of children and young people, visit the NSPCC website at www.nspcc.org.uk. Your local authority may also have further guidance. You can find more advice from the Information Commissioner's Office, visit www.ico.gov.uk.

Photography notification signage

To ensure data protection at large events with crowds, where it is not possible to give those in the photographs a data protection/photo consent slip, signs can be displayed, which enable those who wish not to be photographed to make this known to the event organisers.

Notification that photographs will be taken can also be made by announcements at the event and including information in pre-event publicity, for example, leaflets/adverts/posters.

You may wish to use or amend the sample sign available on the Playday website.

Top photography tips:

- Create a simple consent form stating what the event is and what the photographs are likely to be used for.
- Include space for the child's name and the parents or guardian's signature, printed name, contact details and date of signing.
- Make sure you tell any photographer which children and young people you do not have permission to photograph. Stickers can be used as fun way to easily identify children.
- Include a note within the general event publicity explaining that photographs will be taken at the event that may be published.
- Display signs prominently at your event, stating that attendees may appear in photographs taken on the organiser's behalf for publicity purposes.
- When publishing photographs of children and young people, avoid captions that reveal personal details.
- Obtain parental consent ahead of your event by arranging a group of children and young people who are happy to be photographed. You could work in partnership with a local children's group who will be attending the event.
- If you have commissioned an official photographer, ensure that they guarantee to comply with the Data Protection Act 1998. Also consider providing them with an assistant so that they can obtain photographic consent from parents/guardians/the subject throughout the event.

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**Don't forget to register
your event on the
Playday website
www.playday.org.uk**
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Tips from Playday organisers

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Decide on a strategy – think about who to get involved, who your target audiences are and start in plenty of time.
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Involving local councillors will raise the profile of the campaign and increase publicity.
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Link into the national campaign and promote the key messages.
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Hold a local poster competition to design your promotional artwork - ask local play settings to get involved.

- Remember, photos taken purely for personal use are exempt from the Data Protection Act 1998, so it is fine to let people take photographs of their children and friends.
- The press are exempt from the Data Protection Act 1998, but they have to consider parental wishes if you allow them to take photographs from which a child can be identified.

Media Trust

The Media Trust provides comprehensive online guides which cover a range of media and communications issues including PR, marketing, design, web services and dealing with the media. Use their guide *Compiling a media list* to find newspaper, television and radio contact details. Go to the online guides section of their website: www.mediatrust.org/training-events/training-resources.