



BT COMMUNITY CHAMPIONS AWARD SCHEME

Congratulations on winning a BT Community Champions award! Now that you have been awarded a grant, you can publicise your success and advertise your organisation through your local media. The following guidelines are provided to help you gain publicity and increase local support for your organisation.

THE PRESS RELEASE

Local stories featuring local people provide a 'feel good' factor for the media.

We have prepared a sample of a press release that you can issue to your local media. By customising this release, you will be able to secure publicity and support from your local community and perhaps more importantly, for your community group.

If possible, the press release should be sent to all local media including daily and weekly newspapers, freesheets, regional magazines and perhaps other publications relating to your group.

The press release should be typed in one-and-a-half line spacing in a Word document. The fictitious example included is for ***Happy Days Youth Club*** in ***Bath***. However, for your release the words printed in bold italics should be replaced with your own information and should correspond with the numbers in brackets listed below.

- (1) Date you send out the release
- (2) Type of group e.g. play group, sports group, scouts, etc
- (3) Name of group
- (4) Name of town/local area
- (5) Amount of money awarded to the group by BT/sports kit
- (6) Name of BT employee who applied for the award
- (7) Name of group
- (8) Amount of money awarded to the group by BT
- (9) How the money is being used
- (10) Name of key individual in group
- (11) Name of group
- (12) Paragraph outlining the group and detailing how the award will help
- (13) Name of BT employee who applied for the award
- (14) Job title of BT employee and line of business
- (15) Comment from BT employee
- (16) Name of group
- (17) Name of group
- (18) Name of key contact at group willing to take press enquiries
- (19) Contact number

LOCAL MEDIA

Before sending out the press release it is a good idea to establish a relationship with your local media. Firstly put together a list of all your local media including newspapers and regional magazines. Then give each contact a call to identify the specific journalist responsible for local community. You can then email or post your press release to that specific journalist.

TIMING

The release should be sent out as soon as possible, ideally after you have received your grant and spent it on a particular piece of equipment/kit. A newspaper or magazine may also want to send a photographer to take photographs of you or your organisation in action. You may also need to ensure that relevant personnel are available for comment should this be required.

We wish you every success in promoting your award and would be delighted to see copies of any press coverage you receive.

These can be sent to:

**BT Community Champions
PO Box 6919
London
W1A 8UX**

If you are inviting your local MP to a photo call, please phone the BT Community Champions Press Office on 0845 257 6792 so they can advise BT's Public Affairs Office.

Good luck and once again, many congratulations!