



A LIFE IN LANDSCAPES
from
PAGE TO GARDEN



Stealing the Limelight: Some Publicity Tips



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11 June 2018

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Overview

- What is PR and why you need to embrace it!
- To increase knowledge and build confidence about working with the media
- To learn some practical tips on handling the media – some do's and don'ts
- Understanding what makes a story
- Learning through examples - case studies

What is PR?

- **Reputation**

... what you do

... what you say

... and what others say about you



- PR is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.

(Source: Chartered Institute of Public Relations)

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The professional maintenance of a favourable public images especially of a company, famous person etc

What have you got to lose?

John Lewis

Google

PRIMARK®



Disney

BBC



GREENPEACE

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Why you may need publicity?

- To raise **awareness** and **profile** of The Gardens Trust (including around issues and campaigns)
- To build the **reputation** of The Gardens Trust as a source of information/expert voice on the conservation and protection of historic landscapes
- To **promote USPs** of The Gardens Trust (research/reports/protection of landscape heritage initiatives)
- To build **partnerships/ working relationships** within the garden/heritage community
- To **engage and educate the public** on landscape heritage issues
- To publicise specific **campaigns** and **events programmes**
- To stimulate a **call to action** – drive membership and footfall

Activity - discuss in pairs why your organisation needs publicity

The media market place

- **Print** - newspapers, magazines
- **Broadcast** - TV, radio
- **Online** – websites, social media platforms, blogs, vlogs



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Approximately...

1,500 newspapers

1,850 magazines

780 radio stations

500 television channels

5,000 online newspaper editions

xxx,000 online media sites

...and growing!

The print landscape

- Dailies and Sundays
- Consumer/lifestyle long-leads
- News vs features
- Online editions: free access vs paywall



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Other things to consider about print...

- Readership
- Editorial content
- Political leanings
- Circulation
- OTS (opportunities to see)



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Understanding the way broadcast media works

- Television
- Radio
- Public service broadcasting vs independent commercial broadcasters



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The broadcast landscape

- Visual medium (TV)
- Sound led medium (Radio)
- Live versus pre-recorded interviews
- In studio and down-the-line
- What to wear & where to look!
- Think about the audience
- Remember you are the expert



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The social media landscape



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Working with the media

- What is a journalist?
- How do journalists work?
- What are they looking for?



What is a journalist?

A journalist's primary objective is to
educate, entertain and inform



What do journalists want from you?

- A news angle – “so what”?
- The story in a nutshell!
- Facts and statistics
- A good quote or the ‘sound bite’
- Images
- A good storyteller
- An expert voice



How journalists work

- As **staff** or **freelancers**
- On **daily**, **weekly** or **monthly** publications or programmes
- Always under **pressure**
- Working to **deadlines**
- Timing your **conversations**
- **24/7** news agenda
- **Exclusives** and **embargos**



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Activity - have a look at papers

Our challenges

- Fierce **competition** for coverage
- **Information overload**
- **24 hour** rolling **news** agenda
- Questioning **public**
- Emerging **technologies**



Case studies

Capability Brown Festival 2016

Promoting a nationwide festival



Landscape Institute

#ChooseLandscape



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Planning for success

- Communications planning e.g. **media calendar**
- Identifying & prioritising **media opportunities**
- **Proactive v. reactive** media relations activity
- Target **audiences** & target **media**
- Messages – **call to action?**
- Identifying **spokespeople**
- **Preparation** and briefing
- PR **collateral** (press packs, press releases, images)



Identifying media opportunities – ‘news hooks’

- News – research papers, innovation, business development initiatives
- Responding to hot/topical landscape issues
- Events and campaigns e.g. Repton anniversary, talks, educational opportunities etc.
- People stories – achievements and case studies
- Third party PR – exhibitions

Why the media might request an interview

- Firebird has issued a **press release**
- A **related news story** has broken
- You are an **expert** in a particular field
- You offer **a different perspective**/point of view
- You have a reputation as **a good speaker**
- Because **you are available**
- Because **no-one else is available!**



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Managing a media interview

- Stick to 3-4 key points
- Use plain English
- Use examples to illustrate your points
- Avoid acronyms and jargon
- Don't go into too much technical detail
- Tailor the message to the audience
- Make it memorable – the 'sound bite'
- Use facts and figures to support the narrative
- Think about the call to action



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Do's and don'ts of talking to the media

DO:

- Prepare and rehearse
- Keep it simple
- Stick to what you know



DON'T:

- Guess, speculate or lie
- Go 'off the record'
- Be drawn into commenting on other organisations
- Use controversial language
- Say anything you don't want to see in print

...and always contact Firebird if you have any questions!

Images are essential media tools

- Create a picture library
- Quality – high res
- Composition – what is the story?
- Captions and credits



Anticipating the unexpected

- **Prepare** well in advance
- Use Q&As to **anticipate** awkward issues
- **Rehearse** - practise responses
- The media sometimes ask **stupid questions!**
- You **may not 'connect'** with the journalist
- The journalist may have their **own agenda**
- **Use pauses** and even silence
- Keep **calm!**

....we will always be there to help you prepare!

Pitching a story

- Press releases



MEDIA ALERT

For immediate release: 19 March 2018

The Gardens Trust launches national celebration of landscape gardener Humphry Repton

24 March 2018 marks bicentenary since the death of Repton

Overview

This year, the Gardens Trust is leading a national celebration of the life, work and legacy of Humphry Repton, the last great landscape gardener of the eighteenth century, responsible for some 400 landscapes across Britain, including Longleat (Wiltshire), Woburn Abbey (Bedfordshire) and Russell Square (London).

More than 200 sites and project stakeholders coordinated by the Gardens Trust, from English Heritage to local volunteer and friends' groups, are coming together to run hundreds of Repton-inspired activities, ranging from conferences to special public garden openings.

PRESS RELEASE 25 FEBRUARY 2016

FOR IMMEDIATE RELEASE

Major Festival launches celebrating the life and legacy of Capability Brown throughout 2016

- 100s of events taking place over 60 sites in England and Wales
- Major events, exhibitions, talks and workshops at some of the country's greatest landscapes and some hidden gems to be discovered
- Delivered by 21 partner organisations from March to October 2016
- Supported by National Lottery funding

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Press releases - the basics

- Release dates and timing
- Headline
- The five Ws and an H!
- Key information
- Quotes
- Notes to Editors
- Contacts
- Exclusives and embargos



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Quotable quotes

Trying to say something...

- Meaningful
- Factual
- Authoritative
- Evocative
- Punchy
- Name check

“...blah, blah,
blah...”

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Q&A: Elephant transfer



Q&A for internal use only – not for publication or distribution

Asian elephant transfer

January 2017

1. The decision to transfer

1.1 Why have you decided to transfer the zoo's herd of Asian elephants?

Through its Strategic Animal Collection Planning, in conjunction with European Endangered Species Breeding Programmes (EEP), Twycross Zoo regularly assesses the species in its care and their potential for breeding.

Following a review focusing on its all-female Asian elephant herd, the zoo has reached the decision to transfer the animals to another zoo through the European breeding programme, where the females will have the opportunity to breed and help ensure the survival of this endangered species.

1.2 Who made the decision to transfer the herd?

The decision to transfer the herd was taken collectively by the Executive Team, supported by the Trustees.

1.3 Is there an alternative to transferring the herd? Could you not bring in a bull elephant for breeding purposes or use artificial insemination like with Noorjahan?

Twycross Zoo consulted with internationally renowned elephant experts on a

3.5 How can zoos justify keeping these animals?

Wild African and Asian elephants and their habitats are under increasing pressure (from poaching, the illegal trade in ivory, development and human-elephant conflict) and populations in zoos such as Twycross Zoo offer an insurance against the loss of these animals in the wild.

In addition, our elephants provide opportunities for education about conservation threats to wild populations as well as research into aspects of biology which are relevant to present or future conservation.

3.6 Modern technology enables people in the UK to view wildlife and habitats up close, from the comfort of their own homes. So why do we need zoos?

Seeing a real animal up close and in the flesh, at a place like Twycross Zoo, is a thrilling and inspiring experience. They bring learning and education alive in a way that television or computer screens cannot. Our elephants also provide the opportunity to research aspects of biology which are relevant to present or future conservation, which would not be possible via a screen or because of distance.

3.7 Should more effort be made to protect elephants in the wild, rather than keeping them in zoos?

Twycross Zoo recognises that field conservation is important and as such funds conservation projects and collaborates with a number of organisations internationally.

3.8 Should Twycross Zoo's elephants be released into the wild, rather than transferred to another zoo?

Re-introductions to the wild are incredibly complex and it would not be appropriate to release these particular individuals into the wild.

Acknowledging partners

- Sponsors and supporters
- Contractors and suppliers
- Academics and research associates
- Professional bodies
- Experts

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Tool kit available via Kerry Marshall: km@firebirdpr.co.uk

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