



For better
mental health



Ecominds

CHANGING SPACES

PUBLICITY ADVICE PACK



Please consider the environment before printing this document.

Congratulations on being chosen as an Ecominds grant recipient!

You have been chosen because your project idea was seen as being innovative, interesting, and will achieve a positive impact on both mental health and the environment.

With publicity your project has the potential to generate local (and sometimes national) interest, broaden public understanding of mental health and help break down the taboos and stigma surrounding mental health. It is important that you promote your project so people can see where Ecominds money is being spent. Mind and the Big Lottery Fund should be acknowledged whenever you publicise your Ecominds project.

This pack has the essential tools and information you need to effectively promote your project. Details regarding the administrative side of your grant can be found in the Guide to your Grant handout.

Please note that the content provided in this pack is not exhaustive.

The right to use the name 'Ecominds' is owned jointly by the Big Lottery Fund and Mind (National Association for Mental Health), and will survive the termination of the Ecominds grant scheme.

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1. The combined logo



Under the terms of your grant you are obliged to apply the Big Lottery Fund/Mind/Ecominds combined logo, as shown above, to all materials associated with your project, such as press releases and stationery. It is necessary to use this combined logo on your promotional material to build a strong visual identity for all elements of communication. One of your grant conditions is to acknowledge your award publicly. When you accept the award, you agree that you will use the combined logo to publicise where the funding has come from.

****Do not use the individual logo's you see on the front of the advice pack, this is exclusively for the Ecominds team's own usage.**

Where can I download the combined logo?

The combined logo can be downloaded from the Forms and Guidelines page on the Ecominds website www.ecominds.org.uk. The file is provided in a JPEG format which is suitable for all publicity types.

Where should I use the combined logo?

You should use the combined logo on your website, stationery, advertising, posters, leaflets, newsletters, events, job advertisements, accounts, public annual reports, or anything else that features the name of the project on it. You must ensure you also refer to the support you have received from Ecominds and the Big Lottery Fund wherever there is a written or spoken public presentation, basically wherever you refer to your own project.

Logo usage

Remember to make sure the combined logo is:

- Always in its correct colours (1)
- Never rotated or distorted (2)
- Never recreated in a different typeface (3)
- Always used with the provided strap lines (4)
- Never used with any of the elements altered (5)
- Shown with enough contrast between it and background (6)
- Used with the elements in the right size and the right place (7)
- Always protected by the exclusion zone (8)
- Placed in an uncluttered area

Do not try to recreate the logo yourself and do not scan the logo for letterheads or leaflets.



Can I change the logo to make it look individual to our project?

Never alter, separate, reconstruct, or substitute elements of the combined logo.

What approximate size should I use the combined logo at?

You should use the logo at a minimum size of 35mm, however we would like it to be a minimum of 50mm on letterheads and other A4 size documents. We do expect that on larger items such as posters that the logo would be of a substantial size. The 35mm is measured by the x-measurement that is across from top left to bottom right of the combined logo.

How is the exclusion zone measured?

The exclusion zone is an invisible protection area surrounding the combined logo. The exclusion zones are:

- A3 – 8mm
- A4 – 6mm
- A5/DL – 4mm

What colours should the combined logo be used in?

Where possible the combined logo should be represented as it is above. However where necessary it can be printed black on a white or light coloured background or white on a black or dark coloured background.

Word Ecominds:

Pantone - 335
CMYK – C100 M0 Y60 K10
RGB – R0 G120 B90

Squiggle of Mind logo:

Pantone - Reflex Blue
CMYK - C100 M72 Y0 K6
RGB - R0 G46 B139

Mind strapline:

Pantone - Process Cyan
CMYK – C100 M0 Y0 K0
RGB – R3 G153 B250

Big Lottery Fund circle:

Pantone – 801
CMYK – C100 M0 Y0 K0
RGB – R0 G160 B198

Lottery Funded strapline and crossed fingers:

Pantone – 2747
CMYK – C100 M90 Y0 K20
RGB – R29 G31 B119

How do I use the combined logo with other partners logos?

The combined logo and strapline can be positioned anywhere alongside partners logos as long as the exclusion zone is maintained.

Background colour, positioning, and use of logo

The logo is normally used against a white background. When using the combined logo over an image, it must always be positioned in a clear area. Where this is not possible, the logo must be positioned within a white box.

2. Basic web design

Introduction

As part of your Ecominds grant project you may decide to have a website. Ecominds is made up of a diverse range of grant recipient projects, and no two websites will be the same. Some projects have large sites hosted by outside companies, others single pages with contact details only, and still more with no web presence at the moment. This section provides some basic principles for web design.

Why have a website?

- Disseminate information in a clear and accessible format
- Reach audiences, particularly in remote areas
- Facilitate access to information 24 hours a day
- Promote your project to enable its work to continue
- Raise the profile of your project
- You could also raise funds directly for your project online.

What should be on an Ecominds project website?

Audience

- Who is your audience?
- What are they looking for?
- What type of Internet connection do they have?

These answers will help you decide the format of your website.

Navigation

Consider dividing your content into appropriate areas such as About us, How you can get involved, What's on, and Contact us. You should try to make the structure of the site as logical as possible and include a site map.

Official information

Your website must show your charity number (if applicable), company number (if appropriate), and a copyright statement. You could also include a link to the Ecominds website www.ecominds.org.uk

Terms of use and disclaimer

Web sites should carry a disclaimer and terms of use for legal reasons. This will protect you if anyone misuses your website. See the askNCVO pages www.ncvo-vol.org.uk/asp/search/main.aspx for advice or look at examples on existing sites such as www.bbc.co.uk/terms and www.mind.org.uk/about+mind/terms+of+use

Branding

Be consistent with your logo and colours. Correct use of a brand provides a consistent feel that reassures users and provides credibility. Don't forget to include the combined logo, downloadable from the website.

Writing for the web

Cut your document length in half and then half again. By following the guidelines below, you can double your website's usability - the ease with which visitors are able to use a website.

People read differently online compared to reading printed materials:

- 79% of users scan the page instead of reading word for word.
- Reading from computer screens is 25% slower than reading from paper.
- Web pages should have 50 per cent less word count than printed materials (this also helps minimise scrolling).

Language

- Think about your audience before writing
- Content should be concise, relevant, and written in plain English
- Use clear simple language
- Use short paragraphs, or break up text using bulleted lists, and short sentences
- Keep jargon to a minimum and spell out acronyms.

Style

- Avoid underlining, as this can be mistaken for a hyperlink
- Justify text to the left, this is much easier to read
- Avoid percentage (%) or ampersand (&) symbols as some web browsers think they are coding instructions and they will not display correctly on screen
- Use italics as little as possible as they can be hard to read. Italics should only be used for titles of books, booklets, and journals.
- Avoid capitalising WORDS – as people will have to read each letter individually, it also looks like you are shouting
- Keep tables clear and simple. Complex tables cause difficulties in some web browsers, particularly with scrolling and readability.
- Do not put a full stop at the end of web or email addresses as it may lead people to include a full stop in the address bar and be unable to access your website
- Avoid http:// unless there is no www in the web address, for example www.mind.org.uk but <http://mail.lycos.co.uk>

Testing

Can visitors easily get what they need from your website? If people cannot find what they want from your site, or the information is hard to read, they will leave it. It is always important to test your website as the development process takes place. Try to test your site with people who haven't been involved in its development, by people with all levels of Internet ability.

Accessibility standards

It is vital to consider accessibility at all stages of web development. Inaccessible websites may be in breach of the Disability Discrimination Act. Accessible design increases usability for all users. Advice on accessibility standards can be found at www.w3.org/WAI

The RNIB website also provides useful guidelines www.rnib.org.uk

Fonts

- **Size**

Avoid specifying the size of fonts using fixed values (for example 12 point) as this prevents the user adjusting the font size. By using relative units like percentages, the user can adjust font sizes up or down to suit their own requirements.

- **Style**

Mind recommends either Arial or Verdana fonts for websites. These and other sans serif fonts are easier to read, particularly for people with dyslexia. A sans serif font is a typeface having no serifs (small strokes at the end of each characters main strokes, such as in Times New Roman style).

Pictures and animation

Images can be used to add to the impact of the site, convey useful information, and increase usability by breaking up text. Consistent images, such as the Mind logo, visually reassure the user that they remain within the site. However, it's important not to clutter web pages with images as this will distract the user and slow down loading of your site. All images should carry alternative text tags. Alt tags enable people using screen readers to hear a description of the image. Some people turn off images in their web browser so the pages will load quicker, and the alt tag allows them to see what the image is about.

Animation can be used in some circumstances but should be kept as simple as possible. You should ensure that the images cycle a few times and then stop. Animation itself is often distracting and reduces both usability and accessibility. See the RNIB website for more information: www.rnib.org.uk

Download times

- **Images**

To enable faster download times, images for the web should be at 72 dpi (dots per inch) [28.346 pixels per cm]. You can edit images using programmes such as Photoshop or Microsoft Picture Editor.

- **Documents**

You may wish to include Word or PDF files, such as job application forms, as downloads. As with images, you should be aware of how long a file may take to download. To find out the size of your file, right click on its icon and select 'properties'. The larger the size, the longer it will take to download. It is important to ensure your website is usable for all connection speeds.

Cost

The cost of running a website can vary enormously. You can design a free site using Yahoo groups (see www.geocities.com/loubai32) but these tend to be very basic and carry Yahoo advertising. You can remove the advertising at a cost. This type of site is only suitable if you have minimal content.

Creating web pages

Generally, using templates makes things easier as font size and page layout are pre-set, so you only update the content of the individual page. There are many programs for creating web pages on the market, including FrontPage and Dreamweaver, which require basic web skills to update. Charity licences for these products are available at educational rates when you provide evidence of registered charity status. Other systems such as Content Management Systems (CMS) can be more expensive but need less web skills to update pages. You can buy a CMS or have one customised to suit your needs. Open source products are available free, but require specialist web skills to implement.

Domain name

A domain name is the unique name that identifies an Internet site. The words that make up the domain name may indicate what type of company or organisation it is, and what country it is from. For example, Ecominds is www.ecominds.org.uk and indicates we are a charity or organisation (.org) and based in the UK (.uk). The Ecominds domain name points to our Internet Protocol (IP) address, a set of numbers separated by dots that specifies the actual location of a machine on the internet. You can register a domain name with many companies, and prices and services vary.

Hosting

Hosting is the storing of your web pages on a server connected to the Internet so people can access them. People find your pages by using your domain name. Hosting charges will depend on the size of your site and the amount of visitors you have.

Maintenance and updating

Charges for updating and maintaining your site will vary according to the complexity and size of the changes. Depending on your resources, you may wish to update your website in-house. Learndirect run low-cost training courses in web publishing. You need to update your site regularly as users lose trust in sites with out of date content.

Online donations

Your website can be a useful tool for fundraising and you can set up a secure online donation facility. These often have a set-up charge and a processing fee related to the value of the donation. For more information, see the Charities Aid Foundation www.cafonline.org/uk_default.cfm Alternatively, you could put a donation form on your website for people to print out.

Promoting your website

It is important to let people know that your website exists and where to find it. You should include your website address on all correspondence including business cards, emails, and publicity material. You may consider approaching sites of similar interest asking if they would like a link from your site in exchange for a link on their site to yours. You can also promote your site on the Internet for free or a small charge.

Resources

- Charities Aid Foundation
www.cafonline.org/uk_default.cfm
Information on fundraising and online donations
- Charity web forum
<http://groups.yahoo.com/group/charitywebforum>
A discussion forum for managers of charity websites
- Learndirect
www.learndirect.co.uk
Run web-publishing courses
- Macromedia
www.macromedia.com/buy/volume_license/nonprofit/emea.html
Sells Dreamweaver software
- Microsoft
www.microsoft.com/uk/voluntary/ho wtobuy/default.msp
Sells FrontPage software
- NCVO
www.ncvo-vol.org.uk
AskNCVO online resource for voluntary organisations
- Nominet
www.nominet.org.uk
Registry for UK Internet names
- Plain English Campaign
www.plainenglish.co.uk/guides.html
Useful guides
- RNIB
www.rnib.org.uk
Information on designing accessible websites
- UK2.net
<http://uk2.net>
Registers domains
- World Wide Web Consortium
www.w3.org
Accessibility information and checkpoints
- Yahoo groups
<http://groups.yahoo.com>
Sign-up for a free basic website

3. Watch your words

When writing about mental health issues it is easy to unwittingly use outdated language. This section describes why some words and descriptions are better to use than others. We ask that all grant recipients keep this in mind when writing about aspects of their project relating to mental health and service users.

General advice

- Be positive
Choose the positive over the negative.
For example: 'mental health', not 'mental illness'
Avoid words which sensationalise issues or victimise people
For example: 'sufferers' of depression
- Remember that people are people first and foremost and should not be categorised primarily by a particular characteristic or experience. People with mental health problems have many aspects to their identities – no one wants to be known only for their psychiatric label.
For example: don't describe someone as a schizophrenic, but as 'someone with a diagnosis of schizophrenia'. In the same way, you wouldn't describe someone as "weak-hearted", you would say they 'had a weak heart'.
- Your audience
Think about who your audience is and choose the most appropriate term. Bear in mind that you are communicating with an audience that is very diverse. Make your points clearly and accessibly.

Do and don't say

- Do say: 'mental distress', or 'people experiencing mental distress'.
Note: This is an alternative to "mental health problems", preferred by some organisations including Mind because it is more inclusive.
- Do say: 'people with mental health problems'.
Note: Generally, this refers to people with a diagnosed condition, or for whom problems with their mental health are having a significant impact on their lives.
- Do say: 'people who discriminate', or 'those responsible for discrimination'.
- Do say: 'discrimination on the grounds of mental health'.
- Do say: 'manic depression' (bipolar disorder)
Note: There is a move towards a greater use of bipolar disorder, but manic depression is still understood by more people.
- Do say: 'people with a diagnosis of...' (Schizophrenia, depression and so on) or 'people living with...' or 'people with...'
Don't say: 'schizophrenics', 'depressives' and so on.

- Do say: 'a suicide', 'die by suicide', 'a suicide attempt', 'a completed suicide', 'person at risk of suicide', 'help prevent suicide'.
- Don't say: 'a successful suicide attempt', 'an unsuccessful suicide attempt', 'commit suicide' (suicide was decriminalised in 1961, the Samaritans prefer not to talk about committing suicide but use 'take one's life' or 'die by suicide' instead), 'suicide victim', 'just a cry for help', 'suicide-prone person', 'stop the spread' or 'epidemic of suicide'.

Think before you write

You should think about the following words before using them, although they can still be used in the right context:

- **Mental Illness**
Implies a severe, diagnosed, enduring condition and doesn't cover everyone living with mental health problems. While some people think the definition of 'illness' is useful, as it recognises biological factors and can reduce a sense of 'blame' around mental health problems, others see it as too narrow a view. They believe it discourages us from thinking about the many different influences on a person's life; on their thoughts, feelings, or behaviour, which can cause mental distress. It may also prevent us from exploring the various non-medical treatment options that are available. For these reasons, many prefer to talk about mental or emotional distress, rather than mental illness.
- **Disorder or mental health disorder**
Some people feel these 'medicalised' terms imply a judgement on people with mental health problems. Generally to be avoided, except (with care) when talking about specific conditions.
- **Perpetrator (of discrimination)**
Be aware that this implies more conscious discrimination and is provocative, but it can and should be used within challenging elements of a campaign.
- **Service users, users, or mental health service users**
Generally used within the mental health sector and not recognised by the general public. Can be a useful way of describing people who access mental health services, but be aware that this makes it a specific term and it doesn't apply to all people experiencing mental distress.
- **Survivor or mental health survivor**
Not immediately recognised or understood by the general public.
- **Psychotic**
Only to be used as a very specific description, that is, as particular symptoms of psychosis and not as a general description of someone with mental health problems.

Words we don't use

Suffering from...

Victim of...

Deliberate self-harm or self-mutilation

Schizophrenic

Depressive

Split personality

Mental disorder or psychiatric disorder

Words we prefer

Experiencing...

Experiencing or with a diagnosis of...

Self-harm or self-injury

Has a diagnosis of schizophrenia

Living with depression

Use the proper word for the condition. For example, multiple personality disorder, dissociative disorder, or schizophrenia.

Mental ill health

Words we think are completely inappropriate to use

Sane

Retard

Psycho

Nutter

Insane

Retardation

Psychopath

Loony

Mad

Fruitcake

Psychopathic

Maniac

Crazy

Schizo

Barmy

Referring to Mind

Do not use capitals (MIND) as it is not an acronym.

4. Publicity guidelines

To get the best out of your project you need to adequately publicise it. Publicity enables your project to tell people who you are, what you're doing, and how their community will benefit. It is also important to let people know where their National Lottery money is being spent. We have created these publicity guidelines to help you meet these objectives.

Be clear about your objectives

- Why are you doing this project?
- What do you want to achieve?
- What are the key messages?
- Is now the right time?
- Have you got enough people to do the project?
- Who is the target audience?

Plan what you want to do

- Timing is important. You may want to get publicity in weekly, evening, and daily papers; be aware of the days and times they are published and their editorial deadlines.
- Be aware of how much time and effort is needed to write a news release.
- Nominate a spokesperson to be available to speak to the press and do radio and TV interviews.

Involve people

- Share ideas for publicity with members of your group and encourage input
- Agree what the key messages will be
- Before you send a news release to the press, ask someone to read it to check for spelling mistakes and factual accuracy. Check that time, date, and place are included where relevant.
- Before you invite journalists to visit your site, ask members of your group if they want to be there and get involved by having their photograph taken or being interviewed. It is important that anyone who is going to be photographed has signed a photography consent form (example included).

Do it

- Send your news releases by post, fax, or email.
- Follow up your distribution; phone to check they've got the news release and will be coming to your event.
- Be there to meet the press, introduce them to people with a good story.
- Ensure you have given the press the projects key messages.

Monitor the results

It is a good idea to monitor your coverage so you can gauge what did and didn't work for future efforts.

- Keep newspaper cuttings about your project
- Record any radio and TV interviews
- Review the coverage you get against your objectives.

Publicity procedures

- The combined logo should appear on news releases.
- You should properly attribute the Big Lottery Fund in any publicity. Don't say lottery money, BLF, Big, or the fund.
- You can invite the press at any time to visit your project. Think carefully about why you want them to come, what they are going to see, and who they are going to talk to.

Give them what they want

You stand a much better chance of getting your story promoted if you give reporters the information/photo opportunity/news angle they require. The less work a reporter has to do on a story the better. Here are some tips:

- Ensure that the news angle is in the introduction of your press release, the first paragraph. Remember: who, what, why, when, where, and how.
- Keep it short, clear, and simple but ensure all the facts are there.
- Try to find the human-interest angle and back it up with a quote. For example, include quotes from those who will benefit from this fantastic new project within your community. Use case studies if you have them to bring the story to life.
- Contact numbers should be included on the press release in case more information is required by journalists. Try to include contact numbers for all people quoted on the release.
- Attach a map with directions to your project and a telephone number.
- If you are inviting a photographer or reporter to an event, ensure that you arrange a time when something is happening. They won't wait for the story.
- With radio and TV, think of sound effects and visual images that will be interesting to the reporter, people talking is not usually very exciting.
- Make calls the day before a launch to ensure the media can attend.

Photo-calls

- An unusual setting, a celebrity, or an eye-catching event can provide the opportunity for a photo-call.
- Try to think of something creative that you could stage for the cameras. Local newspapers are full of unoriginal photos of people being presented with cheques. By giving the journalist an interesting idea for a photograph you increase your chances of getting in the paper.
- Add the information to the media release, put Media Release and Photocall on the top right-hand side above the date, and highlight the relevant information in bold at the start of the release.
- If inviting a journalist to a site where health and safety could be a concern, such as a building site or outdoor area with uneven surfaces, ensure that they are briefed in writing about this beforehand.
- Try to ensure that the combined logo is clearly visible in photos.

Photography release

It is important that any member of the public who is photographed has given their consent for their photo to be taken and that they realize what it may be used for. It is important to get permission from parents if the individual being photographed is under 16. Use the Photography release form template.

How to be a good press interviewee

- Know your audience; make sure you know who you are doing the interview for.
- Decide two or three key messages that you want to put across to achieve your objective, such as how the funding will benefit your community.
- Consider what questions you are likely to be asked and how you will answer them
- Paint a picture, avoid statistics or long lists
- Avoid jargon or technical language
- If you do not understand a question, ask the journalist to repeat or explain it.
- Do not be drawn on topics you know nothing about.

Check the details

- Where and when will the interview take place?
- Who will you be interviewed by?
- How long will the interview last?
- Is it live or pre-recorded? If it is pre-recorded you have longer to get it right.

How to sound good on radio

- Speak clearly and more slowly than usual.
- Your tone needs to match your message.
- Talk to the interviewer and make eye contact with them, ignore the microphone.
- Let your natural enthusiasm show.

Local media

Local media are easier to manage than national media because there aren't nearly so many of them. In your area you will need to consider:

- Big regional newspaper
This might be linked to your nearest big town or city and will probably come out daily. Contact the news editor, health correspondent, and possibly the features or environmental editor.
- Local newspapers
These cover your town or village. They are often weekly publications and include free papers. Send your press release to the news Editor, and make a follow up call.
- Local radio
There will be both BBC and Independent stations covering your town. Try the News Editor and check if the station broadcasts any special interest programmes that might be relevant for your area.
- Local TV
Always try your regional news programmes on BBC and ITV by sending your release to the News Editor and the Health correspondent. Even though TV is the hardest medium to get on, it's still worth trying.
- Local publications
Contact any other local publications such as a parish newsletter, the local council's newspaper or magazine, or other free papers or magazines that are distributed in your area.

Features

A feature is an opportunity to look at an issue in much more depth than you see in the news. This is ideal if your project hasn't got something happening now, but you feel that it would still be interesting and relevant for readers and listeners to learn about.

Features journalists are usually looking to expand on the issues behind the headlines. They love a good human interest story so if your grant project relates to your personal experiences and you are happy to talk to the media about what you've been through, or if other people involved in your scheme could speak about themselves, you should consider also targeting features journalists.

Local MP

Ensure you contact your local MP about your project launch. Write to them to inform them of the project you are undertaking and seek their support. Send them an invitation to visit the project or any promotional activity you are undertaking in connection with the project. Having the support of your local MP will lend great credibility to your project and may even give you some press coverage.

Printed materials

Consider who your readers are and who would be interested in knowing about the project. Content should be interesting, informative, and something people can relate to. Printed materials could include a poster, newsletter, flyer, letter or leaflet. Distribute your printed materials in your local community to keep people informed about your project and generate interest. This is a good way to raise awareness and possibly even encourage them to get involved as a volunteer.

- Simple, 'clean' designs that convey a strong message will make a bigger impact than a cluttered design with too much information. Think short, simple and to the point.
- Make sure text is easy to read.
- Select colours that are pleasing to the eye. Avoid using colours that clash. Bright colours will stand out and get people's attention quickly.
- Use black and white printing to keep costs to a minimum.
- Sometimes simple graphics print better than a photograph.
- Match the image to the message.

Events

Holding an event is important to your project because: it will raise awareness amongst local people about what you are doing and why; it will help you to network and make links with key decision makers like local MPs or government figures; it will boost morale amongst your group and local community; it will showcase your project and possibly lead to further funding opportunities. Your event can be as simple or as dynamic as you like – the key is to get people there and tell them about what you have achieved.

Let us know the date of your launch event as we may want to help publicise your event, possibly attend, and prepare for any media enquiries. When planning an event you should consider:

- Budget – including refreshments, equipment hire, advertising, entertainment, staff, and so on.

- Date – leave plenty of time to prepare
- Venue – is there easy access and facilities for the disabled?
- Health and safety
- Volunteers
- Invitations – how many people and who will you invite?
- Special guests – a local celebrity or well known figure
- Advertising – posters, word of mouth, email, newsletter, advert
- Equipment – tables and chairs, microphone, sound system
- Photography – ensure you get people's permission.

Follow up calls

Follow up calls can be nerve-racking but they are an important and necessary part of your publicity strategy. Press releases can go astray in busy newsrooms, they may have reached the wrong person, or the journalist might not have had time to read it. Journalists are inundated with many press releases every day and despite your best efforts there is no guarantee that they will spot your story. Keep follow up calls brief. Journalists are very busy people. Strike a balance between informing and briefing them, and not hassling them or taking up too much of their time. Ask if they have received your press release and quickly summarise what you are trying to publicise.

There is no point in trying to force a journalist to run your story. There are many reasons why your story might not be featured. Nurture the relationship now and wait for another opportunity. If a journalist turns your story down ask them why. It could well just be a busy news time.

Contacting your local media

A key time to call your local media is between 8:30 – 10:30am. Before you phone, read through your press release carefully and ensure you have all the facts in front of you so you can answer any questions they may have.

Ask to speak to someone in the news team. It can be helpful to have a script to hand when calling the media as it allows you to focus on the story you are trying to tell the journalist and to communicate your key information. A suggested script is below for guidance:

1. Introduce yourself and establish who you are talking to or would like to talk to.
2. Explain why you're calling, for example: I'm calling to let you know that [organisation name] is launching a new project [project name] on [date]. This project involves [briefly describe the project] and is funded with money under the Ecominds programme from Mind and the Big Lottery Fund.
3. Let them know that you'd like them to do a pre-announcement to let people know about the launch event: We'd like to let as many of [your local area]'s residents know about the launch so they can get involved and understand the stigma behind mental distress and how we are trying to remove it.

4. Invite them to the launch event, or to the project before hand, to experience for themselves the difference your project will make to the local community.
5. Offer them the information regarding the launch event/your news to read over themselves: "I have a press release here with all of the details that I can send to you. Would you be interested in taking a look?"
6. Conclude the call, confirming that you'll send the information immediately whilst it is fresh in their minds: "I'll send that over straight away. If you have any questions at all, please give me a call. My direct line is [number]"

The next step is to send over the press release. Double check all the details on the release, and that the date at the top is today's date. Then send over the email. Suggested email (feel free to personalize):

Hi [contact name]

It was great to speak to you earlier.

As discussed, [organisation name] is holding a launch event of [project name] on [date and time]. Please find the press release below as promised.

Hopefully we'll see you and/or a colleague on [day], it should be a great day.

If you have any questions, please give me a call on [number].

Many thanks,
[your name].

Note: to avoid any complications with the size of the attached files, simply copy and paste the press release into the bottom of the email.

Call your media contacts the next day to double check that they received the press release. You can also ask whether they need any further information for their article and if it will be included in the newspaper or used on air. Also, confirm whether they think they might be able to attend the event in order to get photographs or conduct interviews.

After the event, follow up with your journalist contact and confirm if and when coverage will appear. Please send copies of any coverage to Ecominds.

A few more points:

- Always mention Ecominds, Mind, and the Big Lottery Fund when you talk about your project, so that people can identify where funding and support for your project has come from.
- Take time to prepare for questions that you might be asked. Decide what your key messages are. Consider whom your 'audience' or 'reader' is.
- Maintain an objective view of what you are doing in order to put across the right messages to people.

- Be truthful when answering questions. If you do not understand a question, say so. If you cannot give them an answer, say that you are unable to comment.
- Explain the need for the project.
- Highlight the positives. If your project has been well received in your community, then say how. Include any interesting anecdotes. Give real examples of how it has improved the lives of particular individuals, but be careful not to mention names without people's prior knowledge or consent.

Facebook

Consider setting up your own Facebook group so people involved in your project have a way of chatting to each other privately, outside of the project. You can also join the Ecominds Facebook group to network with other successful projects and applicants. The group offers a chance to share best practice, sound out ideas, or even consider working together.

Project name

As part of your obligation to use the combined logo, you must ensure your project is known by either a generic name, or a combination of your organisation name and Ecominds. Such as:

Generic: Hostels for Hope

Organisation: Barclays/Ecominds Hostels for Hope

You may not use your organisation name alone without including 'Ecominds'.

Such as: Barclays Hostels for Hope

Literature and materials statement

Include this statement in all literature and materials relating to your Ecominds project, to acknowledge that your funding has come from Mind and the Big Lottery Fund:

"The [name of your project] project has been funded through the Ecominds grants programme which is being managed by Mind as an award partner of the Big Lottery Fund. Ecominds is part of the Big Lottery Fund's Changing Spaces initiative. "

5. Writing a press release

Writing press releases may seem daunting at first, but it really only takes a little bit of creativity and a lot of common sense. The following tips will help to ensure your press release is a professional and workable document. Please see the example press release for project announcements included in this pack.

Format

- If faxing, use a sheet of A4 headed paper
- Double-space the release
- Keep it to one page, two at most
- Write 'Press release' at the top

Timing

When you send out a press release, you need to think about when you want coverage. Timing it to maximise your chances of coverage will involve asking journalists when their copy deadlines are – for print journalists these can be surprisingly early. Broadcast deadlines are generally more flexible, but if you have a specific event coming up (such as a project launch) it is a good idea to give sufficient notice to the media so that editors can plan ahead and allocate resources to it. Sending out a press release a week to ten days in advance of an event should give journalists enough time to slot it into their diaries. If the story is not limited by a specific time or date, simply write 'For immediate release'.

Style

Imagine you are reading about your project for the first time, knowing nothing about it. Your press release must be attention grabbing, both for the journalist and the audience. A concise style is best, with short, punchy sentences. Try to make it as intriguing as possible to the reader. Use plain English and avoid jargon and acronyms.

Structure of the release

- The heading should be short and snappy, such as:
"Anytown Mind helps parents in need."
Then you can summarise your story in a longer sub-heading:
"Mayor launches support group offering advice, help, and friendship for parents in mental distress."
- The first paragraph must be short and newsworthy. It must clearly state the five 'W's – **who**, **what**, **why**, **where** and **when** (in any order):
"Today the Mayor of Anytown, Rebecca Smith, will be on hand to launch Mind's new support group for parents in mental distress at their premises in Victoria St. The group's coordinators want to encourage parents to come with their children to gain help, advice, and share experiences."
- The second paragraph should move on and provide new information. Here you could perhaps talk about the group in more detail, what the motivation was for starting it up, or which staff will be running it. Keep sentences and paragraphs short. Press releases should contain as much information as

possible – but you should not swamp the reader with detail. Stand back and objectively consider the most important information to convey. Journalists will ask you for any further information they require.

- The third paragraph might be an effective quote from one of the spokespeople you identified earlier:

“Becoming a parent can be very stressful, and problems coping with the demands of family life are all too often dismissed,” said John Jones, Director of Anytown Mind.

If you do have a local celebrity helping you out, why not ask them in advance to give you a quote that you can add in?

“I’m delighted to launch this new Mind venture,” Rebecca Smith, Mayor of Anytown said. “As the first of its kind in the Anytown area, I hope that it will really benefit local people.”

- Once you have finished the body of the text, write ‘***Ends***’ to clearly indicate to the journalist what information can and cannot be quoted. Ensure you print the combined logo onto the bottom of your press release as well as the Big Lottery Fund standard text, below. You should put a short paragraph explaining the background of your project as well as the name and (preferably) mobile telephone number of the person who will be available the same day to give a full story about your project.

The Big Lottery Fund standard text

Use the following paragraph when including information about the Big Lottery Fund on press releases:

“The Big Lottery Fund distributes half of all National Lottery good cause funding across the UK. The Fund aims to enable others to make real improvements to the lives of disadvantaged people and the wellbeing of communities, through fair and open funding of people, projects and programs”.

6. Sending publicity to Ecominds

Ecominds need photographs of projects for use in brochures, magazines, leaflets, posters, our website and so on to publicise our work. You can help Ecominds by sending us your photographs, case studies, success stories, and opening event results.

It is important to obtain the necessary consent prior to taking photographs and making individuals aware that their photographs may be used for promotional material. Ensure parent or guardian permissions are obtained for photographs of children. Please ensure that you obtain this consent using the attached Photography release form. Keep one copy of the completed form yourself, give another to the individual or parents/guardians concerned, and enclose a copy of the form with each photo sent to Ecominds.

7. Diary dates

Please let Ecominds know as early as possible the dates of your project launch and other significant event dates. In this way we can coordinate all the projects events and ensure attendance at as many as possible.

8. Contact details

Big Lottery Fund contact details:

- Big Lottery Fund advice line (public enquiries) 0845 4 10 20 30
- Full details of Big Lottery Fund programmes and grant awards are available on the website www.biglotteryfund.org.uk
- All National Lottery Distribution is accessible through www.lotterygoodcauses.org.uk

Ecominds contact details:

- Promotions Coordinator:
Phone: 0208 215 2347
Email: k.gill@mind.org.uk
- www.ecominds.org.uk
- Ecominds Press Department
Phone: 0208 215 2227
Email: k.prior@mind.org.uk (Put 'Ecominds' in the subject title).

9. Ecominds fact sheet

When you contact people about your project, such as the press and media, you may be asked for some basic facts about the Ecominds programme. The following information will help you to answer questions about Ecominds.

- Ecominds is a £7.5 million grants programme that is managed by Mind as one of five award partners to the Big Lottery Fund's Changing Spaces initiative.
- The Big Lottery Fund's Changing Spaces programme has been developed to help communities enjoy and improve their local environments. The programme is funding a range of activities from local food schemes and farmers markets, to education projects teaching people about the environment.
- As well as Mind, award partners of the Changing Spaces initiative include the Royal Society of Wildlife Trusts, Natural England, Groundwork UK, and the Building Research Establishment.
- Mind is the leading mental health charity in England and Wales. Mind works to create a better life for everyone with experience of mental distress by:
 - advancing the views, needs, and ambitions of people with mental health problems
 - challenging discrimination and promoting inclusion
 - influencing policy and achieving equal rights through campaigning and educating
 - inspiring the development of quality services which reflect expressed need and diversity.

Further information can be found on the website www.mind.org.uk

- The Big Lottery Fund is responsible for giving out half the money for good causes raised by the National Lottery. The Big Lottery Fund are committed to bringing real improvements to communities and the lives of people most in need. Further information is available on the website www.biglotteryfund.org.uk
- Ecominds, and the Changing Spaces initiative, is open to groups in England only.
- Ecominds will fund project that aim to meet the following themes and features:
 - Themes
 - improve local environments, open spaces, and the countryside whilst making them more accessible and relevant to people's needs
 - create a greater sense of community ownership of the local environment, with better collaboration between communities and the voluntary and statutory sector
 - improve social, economic, and environmental sustainability.
 - Features
 - involve people with direct experience of mental distress at all project levels

- deliver sustainable projects that enhance rural and urban environments
 - encourage diversity and include marginalised and under-represented groups
 - deliver a well-planned and well-managed viable project offering good value and meeting a genuine need within the designated time frame
 - help reduce the stigma and social exclusion of people with mental distress.
- Ecominds launched in September 2008 and all projects should be completed by December 2012.
 - The four grant sizes available are:
 - Small – up to £20,000
 - Medium – £20,001 to £60,000
 - Large – £60,001 to £150,000
 - Flagship – £150,001 to £250,000
 - Ecominds, and the Changing Spaces initiative, is open to groups in England only.
 - Grants are awarded on a rolling application basis, with approximately 3 grant rounds per year.
 - Ecominds aims to fund about 125 projects over its lifetime.
 - Further information can be found on the Ecominds website www.ecominds.org.uk
For media enquiries, contact Katie Prior on k.prior@mind.org.uk or phone 0208 215 2227.

10. Photography release form template

Ecominds



Photography release form

Project leader: _____

Project name: _____

Unique reference number: _____

I have fully discussed the content of this form with the person(s) mentioned below.

Signature: _____

Date: _____

Person(s) in photograph

I hereby grant (insert organization name) the right to use the photograph(s) resulting from the photo shoot, and any reproductions or adaptations of the photograph(s) for all general purposes in relation to (insert organization name) work including, without limitation, the right to use them in any publicity materials, books, newspapers, and magazine articles whenever (insert organization name) chooses to do so.

To be completed by individual(s) (parents/guardians if subject is less than 18 years of age) before photographs are taken.

Name (please print): _____

Address: _____

Signature: _____

Date: _____

11. Example press release

Ecominds



PRESS RELEASE AND PHOTOCALL

Always put this in at the top, to make sure your release is directed properly when it gets to a media organisation.

For immediate release: 8 February 2009

(Embargoed until 00.01 Wednesday 5 October
If you don't want any of the information published before a certain day, put this in as above.)

Put your release on headed paper if you can.
Ensure you also use the combined logo (above).

Anyorg holds a garden party to celebrate cash boost

Think of a title that encapsulates what the aim of the event is. If you can make it catchy, for example if you've got an unusual event, it's worth mentioning here.

Anyorg will be holding a garden party on 15 February at 2pm at *Anyroad*, *Anytown* to celebrate receiving a grant of £20,000 from Ecominds to revive derelict land and transform it into an allotment project for people with mental health problems. The Mayor of *Anytown* will be joining the party and putting his green fingers to the test as he plants the first tree at the site.

The grant has been awarded by Ecominds, a new funding scheme administered by the mental health charity Mind on behalf of the Big Lottery Fund (BIG). Ecominds is helping thousands of people across the country to improve their mental wellbeing by encouraging them to get outdoors and get active. Research by Mind has found that this type of Ecotherapy can help people with mental health problems to increase their self-esteem and confidence and reduce feelings of depression and anxiety.

Anyorg manager John Smith said: "We are delighted to receive this grant from Ecominds. We can't wait to start transforming this derelict area into a haven for wildlife and in the process help to transform the lives of people who are experiencing mental distress."

Even if you're making someone from your project available for interview, it's important to have some pre-written quotes. This makes life a lot easier for journalists who may not have time to do an interview, or who only have space for a smaller article. The easier you make things for a journalist, the more likely they are to give you coverage.

Anytown Mayor said: "This is an excellent new initiative that I am sure will help many people in the local community."

It's great to get a quote from your local MP or Mayor. It adds some weight to the campaign and gives newspapers an extra angle.

****ENDS****

Notes to editors

- *Anyorg* is a charity that provides support, advice and services for people experiencing mental distress in the *Anytown* area.
- For more information or to confirm your attendance at this event please contact John Smith on 01234 567 890.
[Always include named contacts for journalists to talk to if they need further information, and say if people are available for interview.](#)
- Ecominds is a new funding scheme administered by the mental health charity Mind. For more information about Ecominds or Mind please contact the Mind press office on T: 020 8522 1743 M: 07850 788514 E: press@mind.org.uk ISDN line available: 020 8221 0817.
- Mind is the leading mental health charity in England and Wales. We work to create a better life for everyone with experience of mental distress.
www.mind.org.uk
- Please note that Mind is not an acronym and should be set in title case.
- The Big Lottery Fund distributes half of all National Lottery good cause funding across the UK. The Fund aims to enable others to make real improvements to the lives of disadvantaged people and the wellbeing of communities, through fair and open funding of people, projects and programs.

[The notes section is where you can put background information that would clutter up the body of your press release.](#)

[If you'd like to invite journalists/photographers to your events, but want to be able to manage them easily, specify an exact time for them to come. Though remember not all your participants may arrive promptly, so make sure there will be people there for them to interview/photograph.](#)