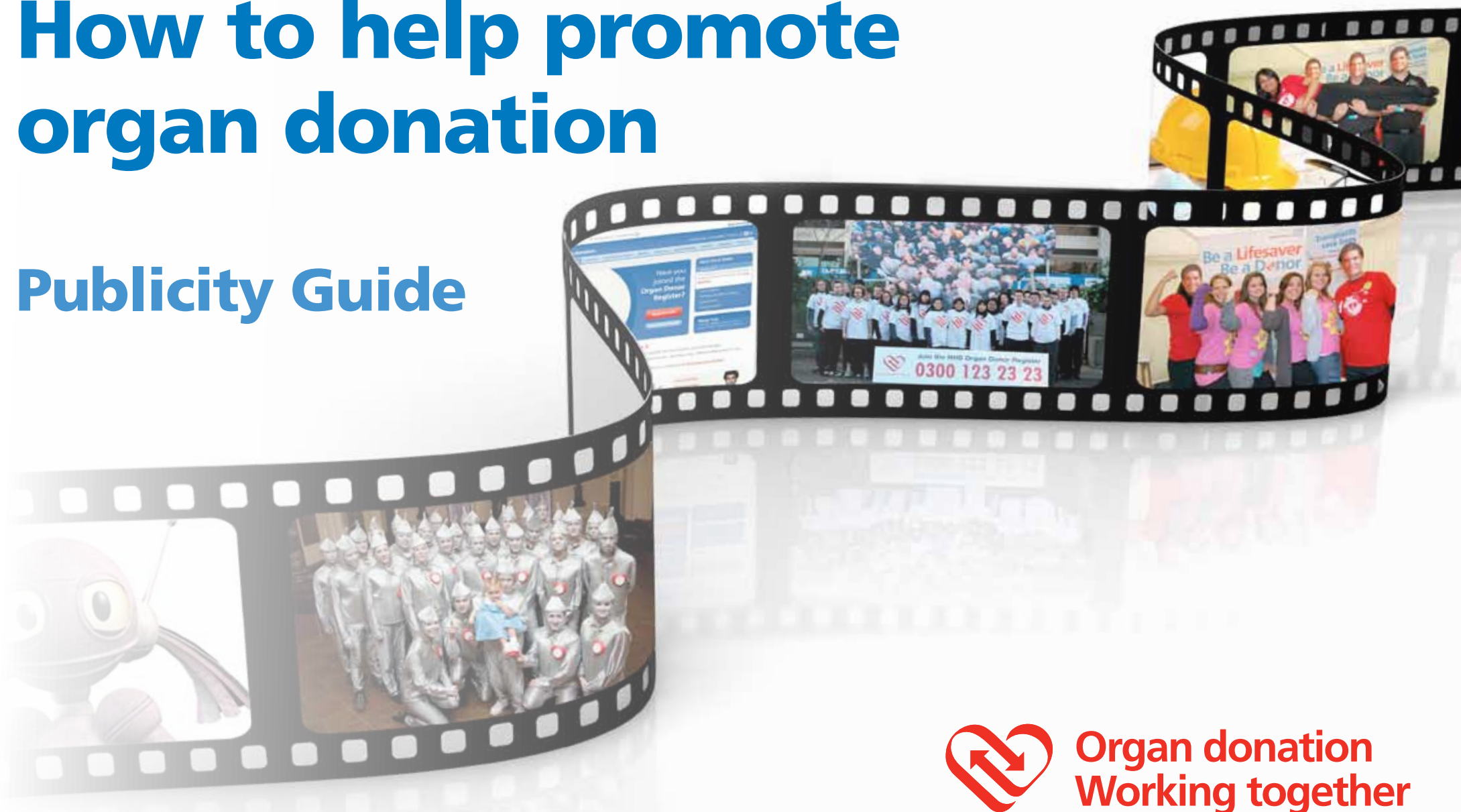


How to help promote organ donation

Publicity Guide



Organ donation
Working together

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Introduction

This guide has been written by NHS Blood and Transplant (NHSBT) to assist anyone interested in promoting and raising awareness of organ and tissue donation.

There should be something in the guide for everyone; whether you are already a seasoned campaigner looking for guidance on good practice, or whether you just want to do something to help but have little or no experience of gaining publicity.

NHSBT is not able to accept financial donations but we are grateful to anyone who offers their support in any way to raise awareness of organ donation.

Do let us know about your campaign plans by emailing us at marketing.comms@nhsbt.nhs.uk

About us

NHSBT is a special health authority within the NHS. We are the organ donation organisation for the UK with responsibility for matching and allocating donated organs. We promote organ donation and also maintain the NHS Organ Donor Register, a secure database that records the details of people who have registered their wishes to be an organ and/or tissue donor after their death.

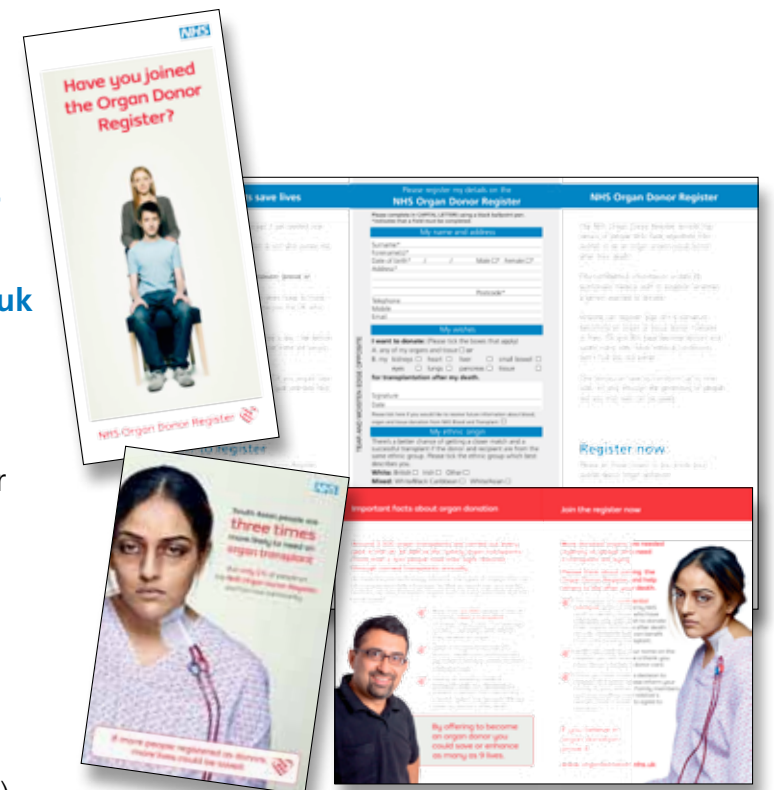
Our remit also includes the provision of a safe, sufficient supply of blood and plasma to the NHS. To find out more, visit www.blood.co.uk

Promoting organ donation – where to start?

Our website www.organdonation.nhs.uk offers lots of useful information.

You might find the following of particular interest:

- Campaigns section – find out about our current campaigns.
- Fact sheets – facts and figures about organ and cornea transplants including: milestones in the history of transplantation; the cost benefits of transplantation; and background to the NHS Organ Donor Register (via the 'Newsroom' tab on the website).
- Our publications – a list of all our publications with pdf downloads available (via the 'Newsroom' tab of the website).
- Our promo catalogue – look for the promo catalogue on the home page of our website where you can order all of our promotional items free of charge. See Section 2 of this guide for details.



Key Messages

For you to communicate as part of your campaign activity

The key aim in promoting organ and tissue donation is to get people to talk about it and to sign on to the NHS Organ Donor Register (ODR). Whether you are giving out leaflets in a shopping centre or hosting an event, it is important to use consistent messages.

To be effective in your communications, you will need to repeat the same simple messages:

- Three people die every day in the UK in need of a transplant.
- You can help save lives after your death: one organ donor can save/transform up to nine lives.
- Tell your loved ones you want to be an organ donor so they know you have made a decision to donate if and when you can.
- Anyone can register. There are no barriers to joining the ODR.
- Even if you carry a donor card you should sign onto the NHS Organ Donor Register to make a lasting record of your wishes.
- To register or find out more call the Organ Donor Line on **0300 123 23 23** or visit www.organdonation.nhs.uk



SECTION 1 – Ideas for Promoting Organ Donation

Stuck for ideas about how to promote organ donation? Here's a list to help get you started:

What you can do

Mystery shopping

Be a mystery shopper! Encourage GPs and pharmacists to stock organ donor registration forms. Once staff realise there's a demand for organ donor forms they'll be more likely to ensure they're available.

Get neighbourhood shops to help

Ask shops in your local high street to display posters and/or organ donation leaflets in dispensers. Ask local community centres and village halls to do the same.

Share someone's mailing

Are you a member of a club or society which sends out information or newsletters to members? See if the club would be willing to include information about organ donation with one of their mailings.

Organise a stand

Seek permission to erect a small stand in your local shopping centre, supermarket, cinema, theatre foyer, school fête, staff canteen or other busy area. Make sure you recruit enough volunteers to give out leaflets and answer questions about organ donation.

Make a speech

There are many thousands of organisations, clubs and societies, large and small, which meet regularly. Most of these are eager to attract interesting speakers. Libraries and parish, district and county councils will be able to provide details of local groups. Local newspapers, particularly weeklies, are another good source of information. Contact the secretary or other organiser and offer yourself, or a colleague, as a speaker about organ donation.

Include the organ donation logo on items

Put our organ donation logo on items that will grab people's attention and help to spread our message of encouraging people to talk to their families about their wishes. Remember to discuss your plans with us before spending money on printing or artwork as this would be at your own cost. You will need permission from NHSBT to use any organ donation logos, straplines or other branding.



Schools

Approach your local secondary school to ask whether they would be interested in promoting organ donation to students. NHSBT has produced a teachers tool kit 'Give and Let Live' aimed at students aged 14-17 to prompt discussion in the classroom about organ, blood and bone marrow donation. Why not check if teachers at your local school are aware of this resource tool and encourage them to order it via www.giveandletlive.co.uk You could also offer to give a talk to a group of pupils in the classroom or during assembly.

As well as working with local schools, you could approach clubs aimed at young people such as Guides or Scouts. Let us know what you're planning at marketing.comms@nhsbt.nhs.uk

Getting the message across at work

There are a whole range of activities you can initiate if you can get the support of your employer to help promote organ donation. Whatever your employer agrees to do, suggest they tip off their local media – that way everyone wins. Here are just a few ideas and do let us know what you are planning by emailing us at marketing.comms@nhsbt.nhs.uk

Awareness day/week at work

Ask your employer if you can organise an organ donation awareness day or week at work. This could include putting up posters; giving out leaflets; devising a "transplant quiz" (with facts and figures from our website) with a prize for the winner, and encouraging colleagues to become advocates.

Write an article in your staff newsletter

Ask if you can put some information into your staff newsletter if you have one. This could include an organ donor registration form. We can supply you with artwork for this.

Send an email at work

Ask your employer for permission to send out the organ donation email (see Section 4 – Electronic Marketing of this guide) to all staff.

Provide a link from your website

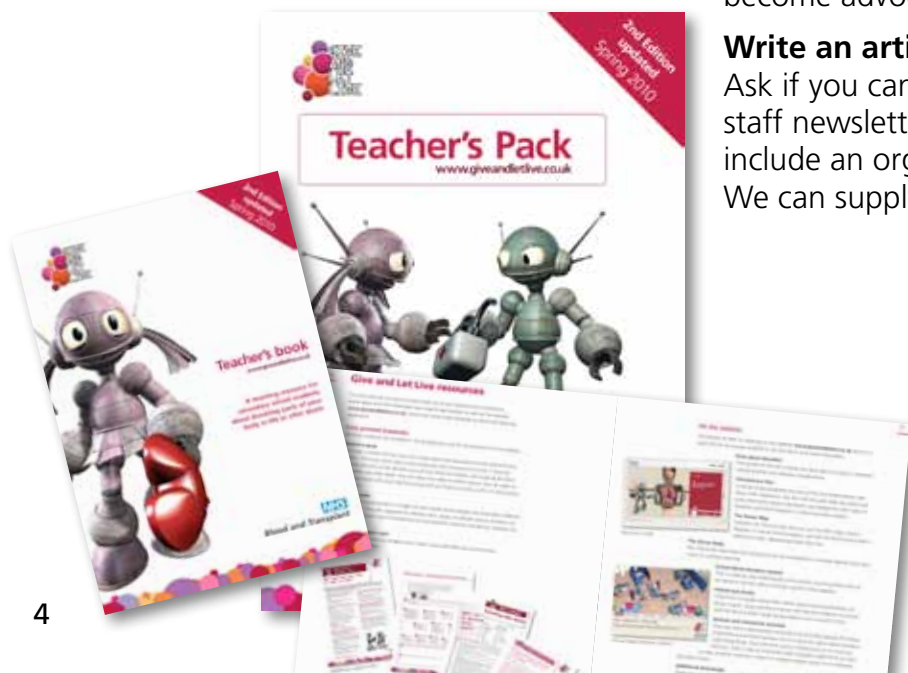
Find out if your employer will host a link from their website or intranet to NHSBT's web pages. We can provide you with some text about organ donation and a unique code. Through this we can track the number of your colleagues who access our site and give you the figures for follow-up publicity.

Payslip flyer

Would you consider inserting an organ donation flyer in staff payslips? – it's the one thing you can guarantee staff will open! We can provide artwork for different sized flyers to fit into payslip envelopes.

Teaming up with partners

You may be able to persuade other local employers or your local authority to help with a local campaign, through your contacts and friends. Perhaps they would be willing to display leaflets and posters, or include an article in their newsletters. Again, do let us know your plans by contacting us at partnerships@nhsbt.nhs.uk



SECTION 2 – Materials we can provide

To support any awareness-raising campaigns and events – big and small – NHSBT can provide a range of leaflets and posters free of charge. We are constantly updating our range of materials – you can check for the latest items in the Promo Catalogue on our website www.organdonation.nhs.uk

Leaflets

Most of our leaflets are standard DL (one third of A4) size and fit into our leaflet dispensers which are also available to order free of charge.

Posters

All our posters are A3 size and in full colour. They are suitable for displaying at events, in workplaces, shops, GP surgeries, pharmacies, hospitals etc.

How to order

Ordering is quick and easy. You can order what you need – free of charge – directly from our promo catalogue:

www.organdonation.nhs.uk

Or from our **Organ Donor Line:**
0300 123 23 23.

Or via email leaflets@nhsbt.nhs.uk
(please supply your full address and postcode).

Please note there is a maximum order level on each of our items.

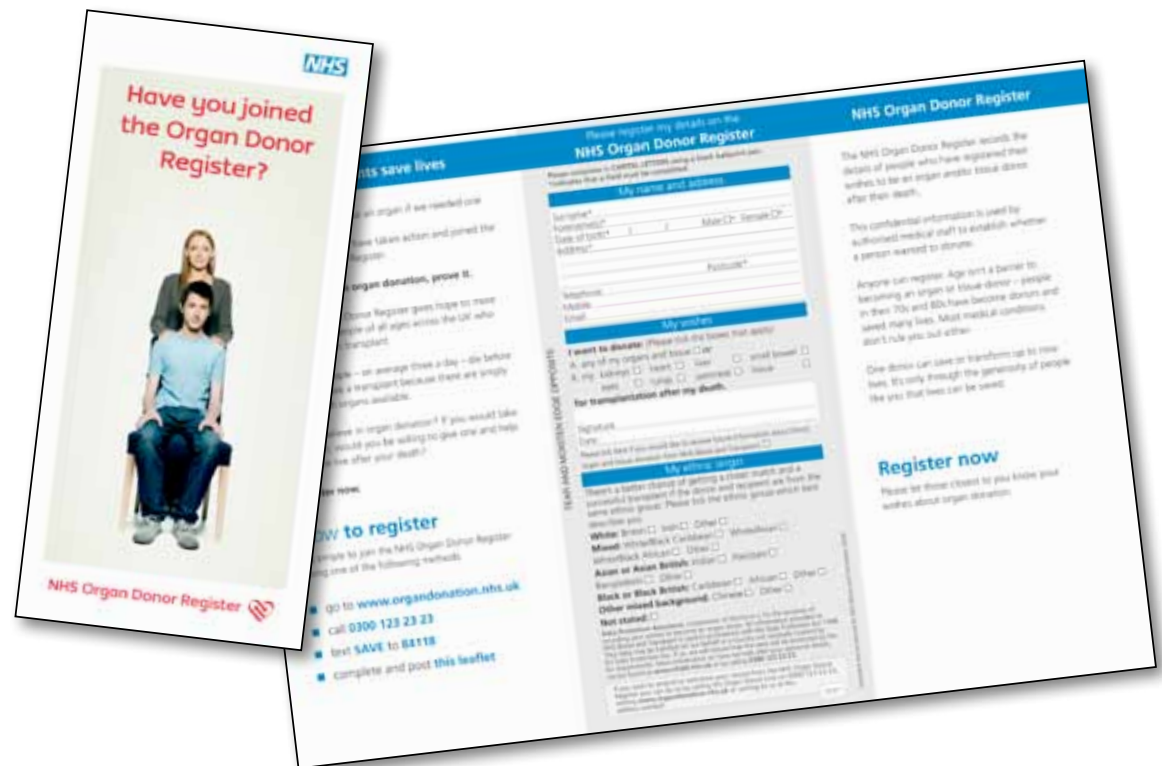
Publicising the NHSBT Website and Donor Helpline number

Wherever possible we try to promote our web address and phone line which people can use to join the Organ Donor Register.

www.organdonation.nhs.uk

0300 123 23 23

If you are organising a high profile campaign and the NHSBT website address or Donor Line number is going to be given out on TV or radio please make sure you alert us in advance.



SECTION 3 – Planning an Event

Special events are a great way of attracting publicity about organ donation and for educating people. An event can range from distributing leaflets in your local high street or hosting a coffee morning, to organising a sponsored walk or holding an outdoor event for thousands of people. The sky really is the limit and your imagination is the key. Please note that NHSBT cannot provide any financial assistance towards events, but see Section 3 of this guide for details on free promotional literature for use at events.

The idea of staging a large event is exciting but it's easy to underestimate the amount of work involved. Everyone wants to run an enjoyable, successful event so here are some useful ideas and guidelines to help get you started:



The golden rule

Allow yourself plenty of time to prepare for your event. This is one of the most common and most serious mistakes. Successful events are months in the making. Many start six months to a year ahead. It is essential to plan everything out beforehand.

Develop your ideas into a theme

The best way to develop a theme is to look at the resources you have around you. There are thousands of event ideas but which one is for you? The right idea will fit in with your:

- human resources (volunteers and staff)
- talents, time available, interests and contacts
- financial resources
- organisational image
- profile, message to communicate, seriousness/fun style
- target audience
- interests, availability, ability to pay/donate, long-term connection, age, gender
- timing, advanced planning time, competing events, seasonal suitability.

Costs

Whatever the event you decide on, it doesn't have to cost a fortune. To keep your costs down try to have any prizes, goods and services donated in kind. You may well be surprised how many local companies are prepared to donate goods in return for some publicity from your event. It's just a matter of asking for their help.

A safe, successful event

So you've got your idea – that's the easy part! Now you have to get your event up and running. The following tips will help you put together a safe, successful event.

Working groups – get by with a little help from your friends

It is important to have reliable people who can help you organise your event. Try to involve a range of ages and backgrounds in your team who can give you different knowledge and ideas. Ask someone to act as event manager and establish a central working group who can make decisions and get things done. Keep the working group small, focused and under the direction of the event manager. Draw up and distribute a site plan to all involved parties.

Here are some basic points to follow in your working group:

- don't set a date until you have analysed the time required
- draw up a list of tasks and estimate the time required for each task
- determine inter-dependent or essential tasks
- assign personal responsibility for the tasks
- anticipate the follow up work, eg thank you letters and site cleansing.

Entertainment

Choose entertainment to suit your target audience. There's no point in having face-painters if your audience consists mainly of retired people! If you are planning a family fun day or something similar make sure you have a good, varied programme of entertainment throughout the whole event.

“ how many people are you expecting? ”

Venue

You need to consider the best type of venue to suit your event.

This list will help you decide what is best for you:

- is the event suited to an outdoor or indoor venue?
- how many people are you expecting to attend, therefore what size venue will you need?
- is there adequate transport to the venue? Is there adequate parking at the venue?
- will you charge an entry or ticket fee? If so, you need to think about controlling access ie fencing, stewards
- are there adequate facilities? Eg toilets, changing rooms, power, water, staging, disabled access
- does the venue organise litter clearance or is it your responsibility?
- how will people move between the entertainment and facilities, and from the entrance and exit routes?

“ are there adequate facilities? ”

For indoor venues check your local area for youth centres or church halls available free of charge. For outdoor venues look into the availability of local park spaces, school grounds and sports centres.

Large outdoor events can be great fun but can also be costly due to the need to provide site services such as toilets, waste management, catering and changing facilities etc. If you provide tickets for your event you will also have to secure and steward the site.

Stewards

If you are charging an entry fee or running a car park, you will need stewards and possibly trained security. It is best to check with a friendly local security company if you are not sure.

First aid and fire safety equipment

Arrange to have medical cover at your event in case of an accident. Depending on the event size and nature this can range from a trained first aider to St John's Ambulance or the Red Cross who will provide cover in return for a donation. Also check that there is suitable fire safety equipment on site – if not, as the event organiser, you are responsible for providing it.

Health and safety

Might sound dull, but you can't ignore it! There are a number of tasks you need to undertake to ensure that the event takes place safely and that you are meeting legal requirements:

- contact and consult with the local authority's Environmental Health Services
- carry out risk assessments
- apply for appropriate licences
- inform the emergency services
- check that you have the correct public liability insurance cover in place.

Environmental Health Services

All events are subject to inspection by the officers of the local authority's Environmental Health Services. Although their prime activity is enforcement, they will offer free advice on:

- general safety of the event
- the effect of noise on surrounding neighbourhoods
- food hygiene and catering facilities.

They also have the power to stop an event should they consider it unsafe, so it's a good idea to talk to them early in your planning stages.

Risk assessment

You may be required to carry out a risk assessment for your event. This involves:

- looking for the hazards
- deciding who might be at risk
- considering how likely it is that somebody will be injured and deciding whether further steps need to be taken to reduce the risk
- writing down your findings
- carrying out all of your recommendations.

Risks fall into three main categories:

- those associated with the site eg steep banks, slippery pathways, busy roads
- those associated with the nature of activity at the event eg fireworks, bungee jumping
- those associated with large crowds of people in restricted areas.

Licences

To meet legal requirements you may have to apply for a licence to hold your event. Under the Licensing Act (2003) it has become the responsibility of local council licensing departments to administer licensing. Your first port of call to find out information should be your council. The licensing department are there to offer you help and assistance in deciding whether you will require a licence for your event. It is worth talking to them at the earliest possible opportunity to allow time to complete the process.



Emergency services

Always let the police know if you are organising an event. If your event is for more than 1,000 people or contains high-risk activities such as bungee jumping, you should also contact the ambulance service. If the event involves a road closure or a high fire risk, you should consult the Fire Brigade Safety Officer.

Insurance

Your event will have to have Public Liability Insurance. Sometimes the local authorities' insurance policy will cover you if you hire a park or a venue from them. Otherwise the Licensing Officer will direct you to a suitable specialist broker. It is not advisable to try and get this kind of insurance from a non-specialist.

Site meeting

Prior to the event arrange a site meeting with all of the relevant parties, eg licensing officer, environmental health and event manager, fire officer. Walk the site with them and talk through your plans – they will offer invaluable advice which will help ensure your event runs smoothly.

Debrief

It's really worthwhile to have a proper debrief with the key people involved a few weeks after your event. Share what you've learnt. What went well, what didn't go so well. Keep a record of what's been discussed – this will help make your next event even more successful!

Hopefully you'll find these tips and guidelines useful as you plan your event. Enjoy it and good luck!

SECTION 4 – Using the Internet to Campaign

There's lots you can do to help promote organ donation via the internet. We can provide a range of digital tools to help with a web-based campaign or maybe you would like to join and spread the word about our online community of supporters on Facebook and Twitter.

We're always interested to hear new ideas for using the web and digital tools for raising awareness about organ donation – get in touch by emailing marketing.comms@nhsbt.nhs.uk

Create a weblink

Increasingly people are choosing to sign up to the NHS Organ Donor Register online because it's quick and easy. If you have a website you could help to publicise this online registration facility with a weblink. Or maybe you know an organisation, such as your workplace, that would be receptive to adding a link on their site?

We provide a standard logo and a url for the link to the registration section of the organ donation website. We can also supply a unique code through which we can record the number of visitors generated by the link and how many of these visitors register online.

Email campaigns

We have designed different emailable letters for employers and individuals to use. They all contain direct links to the organ donation website for more information and to join the NHS Organ Donor Register online.

Email campaign for employers

Why not use our specially designed email for employers to send to staff? It's a great way to get colleagues involved and it will only take a few minutes of their time to sign up online.

The email can be easily loaded onto any email or intranet system. Organisations can add their own logo and a message to staff. We can then track the number of staff who join the register through the campaign and feed these figures back to your organisation.

E-letter for friends and colleagues

Alternatively, you can use our personal e-letter to encourage friends, family and workmates to join the NHS Organ Donor Register. Simply mail this as a link to people in your address book who can choose to click on the link and sign up. They may even mail the e-letter on to their contacts.

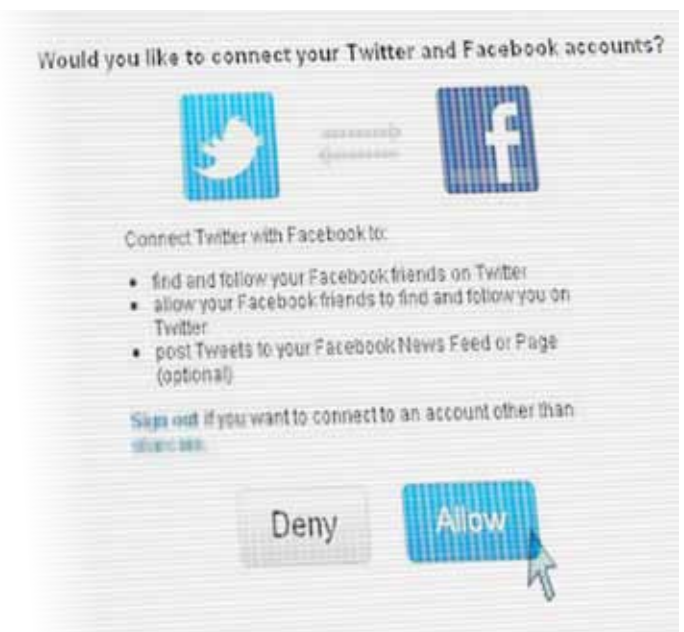
Unlike the company email campaign, we would not be able to tell you how many people have signed up as a result, but this is a quick and easy way to spread the word.

If you would like us to send you details for setting up a weblink or are planning an e-mail campaign, please contact us at marketing.comms@nhsbt.nhs.uk

Our online communities

NHSBT has a flourishing community of over 100,000 supporters on our NHS Organ Donation Campaign Facebook group page. Add your comments and join the discussion. We also have a twitter newsfeed set up at twitter.com/nhsorgandonor

Become a friend and follower and get short, timely messages from us about our campaign activity.



SECTION 5 – Why use the Media?

Media coverage offers the most affordable communications activity for non-profit organisations and charities. TV and radio stations, newspapers and magazines offer us countless opportunities to increase awareness and understanding of organ donation and transplantation. While we cannot involve everyone in local events and activities, many thousands will read or hear about what you are saying or doing if it gets good media coverage.

No one can claim dealing with the media is always easy. The media has no responsibility to promote organ donation and will only do so if it is of interest to their readers, viewers or listeners. On the one hand, we know that stories in the media can encourage people to talk about organ donation and join the NHS Organ Donor Register. On the other, the tendency to sensationalise means that the negative, sensational and emotional often gets prominence.

The key is to give them what they need – in a form they can use. A newspaper story will be used more prominently if you can offer them a suitable picture, while TV stations will need something to film and radio stations someone to interview. Local media will want a local angle or a local patient, nurse or campaigner.

How do I start?

Watch the TV, listen to the radio and read magazines and newspapers – the better you understand what makes news and how it's put together, the more likely you will be able to provide information in a way that suits different media.

Work out the type of audience they are looking to attract and at the style of programme/writing. Look out for any regular slots such as health, which might be relevant. News bulletins, for instance, may cover announcements, events and activities.

Does your local radio station offer a “thought for the day”? Longer feature programmes may be interested in covering a topic in depth. Studio discussions can focus on issues such as how to increase organ donation. Phone-in programmes are very popular and might be interested in an “expert” answering listeners’ questions.

Get together a list of contacts

Start by putting together a list of contacts for the media you want to cover your story. Most broadcast organisations and newspapers now have their own websites which will usually give details of how best to contact them.



Making your approach

A bit of time on the phone discussing your story with a few key journalists may be more effective than sending a news release. Most reporters are generalists and while they are likely to have personal experience of the NHS, they are unlikely to have an in-depth knowledge of organ donation and transplantation.

Be brief – journalists are busy people. Give them a call, tell them the key points of your story and what you are offering. Be prepared to put something in writing. Ask how they want it sent to them. The most popular form of contact with the media is in the form of a news release or letter to the editor.

TV and radio

If you have an idea for a particular programme, telephone in the first instance, rather than write. Remember that TV stations in particular can be inundated with requests for coverage so your story has to stand out from the rest. Why is what you have to say of interest to their audiences? Is it news? Is it relevant? Can you offer filming opportunities? Who can you offer for interview? Patients? An expert? Someone to take part in a radio phone-in? Are your interviewees going to be available at a time and a place to suit the TV or radio station? Be prepared to put the idea in writing after the phone call.

Deadlines

Timing is crucial for some stories. Find out the copy deadlines for the newspapers, and radio and TV programmes you want to target. It may make the difference between whether or not your material is used. Something may only have happened yesterday but that's still old news to 24-hour channels, while weekly and monthly publications are more tolerant of older stories. Working around media deadlines increases your chances of getting in the news.

“ timing is crucial ”

Timing

If you are able to target certain times of the week and year the chances of getting your story used improve considerably. During what reporters dub the “silly season” from mid-July to the end of August when Parliament is in recess, schools have broken up and there are few if any council meetings to cover, there is a shortage of news so “soft” news stories receive more coverage than would normally be given.

Friday is a poor time to target newspapers, as papers tend to be smaller on Saturdays with less space for news. Fewer journalists (unless of course it's a Sunday newspaper) work on Saturdays and they welcome help in the form of stories for the Monday paper.

Call to action

The key to any media coverage is thinking about what you want the person reading/watching/listening to do next. For organ donation the obvious call to action is for people to sign up to the Organ Donor Register and tell those close to them their wishes. However people might not know how to go about signing up so it is also vital to include the website address www.organdonation.nhs.uk and the phone number **0300 123 23 23** in anything you send and to ask the journalist to include them.

“ cultivate a
relationship with
the media ”

Relationship

You may well experience ups and downs in your relationship with the media. Stories will get cut or dropped if a stronger story comes along. The media don't have to accept your point of view or even that what you say is right. But cultivate the relationship and always ring them back, even if you can't help or don't have the information they require. Suggest someone else they can try if you are unable to help.

SECTION 6 – Getting in the News

To create news you have to “start” something or find a link to a person or event which is already news. This isn’t an exhaustive list, but it should help you get started.

Originality/novelty/uniqueness

- The smallest baby to have a transplant.
- The oldest living donor.
- The longest surviving recipient.
- A new surgical technique.
- A new drug.
- New equipment.

Personal achievement

- Your new chairman, president, patron, committee member.
- Being proud to have donated a loved ones organs.
- Your hospital team’s success at the Transplant Games.
- Transplant recipient’s first day back at school/college/university/work.
- Transplant recipient’s first Christmas/birthday after their transplant.
- Start of a new year – new life.

Anniversaries, landmarks, dates and numbers

Is there a milestone you can exploit?

- Suitable landmarks can range from the 100th transplant; 500th transplant, 1,000th transplant etc for a unit, or individual surgeon.
- Anniversaries can range from a charity or unit’s fifth year of operation to the anniversary of the date of the birth or death of a famous founder.
- How long has your organisation been operating? Can you celebrate a milestone such as 10, 21, 25 or 50 years’ work?

Piggybacking

One of the best ways of getting the media interested in your story is to “piggyback” on the back of something which is already attracting media attention this increases the chances of your story being used. This might include a TV storyline or a national launch or campaign eg publication of the annual organ donation and transplantation report.

Give local spin to a national news story

If a strong national story is running, local media will be grateful for a local angle. Look for something positive. If the story is about a decrease in heart transplants, do you have a local recipient who is willing to be interviewed about how their transplant has saved and

transformed their life? Similarly, if the national news headlines are about a decrease in donors, do you know of a local donor family who would be willing to talk about how donation was a very positive experience for them?

Awareness days and weeks

Many charities and organisations have established awareness days or weeks such as National Transplant Week, No Smoking Day, Cystic Fibrosis Week and National Diabetes Week. Have you got a story which will complement their activities? A transplant recipient, with cystic fibrosis, for example, might be willing to promote transplantation during National Cystic Fibrosis Week by talking about their lung. Make sure you let the “owner” of the day/week know what you are planning and ensure they have a copy of your release – they may well be asked to comment on your story – increased coverage means increased awareness and publicity for you, and for them.

Media stunts

Media stunts are events which are designed with the main objective of attracting media attention, particularly photographers and TV. The key is to find a link between the visual element and your message. Can you get consent, for instance, for a well-known local statue or landmark to carry a giant donor card to publicise a local campaign?

Surveys

Surveys and research reports are a simple and very popular tactic to achieve editorial coverage and raise the profile of your organisation. If you're carrying out your survey or research purely to gain editorial coverage bear in mind that coverage can never be guaranteed. Choose a subject that's likely to appeal to the media and try to add something to existing knowledge if you can.

If you want your survey to be used it's important that you use a sufficiently large or representative sample – 200 to 1,000 is generally thought adequate. Bear in mind that the press may not want to use research unless it has been conducted by an independent body. Look for different angles for different publications and make sure the angle you use is supported by the facts.

Media visits and trips

Press visits can be an excellent way to provide journalists with first hand experience of what happens in a transplant or dialysis unit, research laboratory, operating theatre or at a charitable project. If it is within a hospital, always work with the hospital press office. If other organisations are involved check they are happy for the media to be approached. Make sure you can offer them a real news or feature story and always check with the venue owners that they are happy for the media to be on their premises.

Awards

Virtually every newspaper you read will carry at least one story, generally with a picture, about someone who has won a sporting, academic or other award. Local newspapers will be delighted to give publicity to local patients who have won medals at the Transplant Games. If you present your own awards to patients, medical staff or supporters, don't forget to invite the local media to the ceremony and/or give them details of your award winners.

Celebrities/photocalls

Newspapers and magazines love pictures and celebrities and VIPs have the power to attract media coverage in their own right. You have two choices – you can either supply a photograph yourself – or invite the media to attend a photocall. The celebrity or VIP has to be sufficiently popular or high profile to attract the media in the first place. NHS Blood and Transplant does not encourage working with celebrities who charge fees. Focus should be on those who really support organ donation as they will have more credibility with the media. Even if your celebrity turns up there's no guarantee the media will. The more creative the shot the more likely the media will attend and it will be used – but be sure you're prepared to take the risk.



Other kinds of coverage

Community action

Most local newspapers pride themselves on the special relationship they have with their readers and want to be seen as a force for good within the community. They may well be willing to run a campaign and print organ donor registration forms to encourage their readers to help. NHS Blood and Transplant can provide artwork for registration forms.

Letters and opinions

Most newspapers carry a section for readers' letters for the simple reason that it's one of the most well read parts of the paper. They particularly want interesting and emotive letters on topics of interest to their readers. A letter to the press can be a powerful communication tool. Keep your letter short, to the point and well reasoned. If you email your letter, ensure you include your home phone number and address so the newspaper can check your letter is genuine.

Don't forget the internet. If you're aware of an online bulletin board discussing organ donation and transplantation, you may want to add something or set the record straight.

Advertisement

Buying advertising space is the only way you can be confident that the newspaper will print exactly what you want to say. Buying advertising space in the media is not cheap so define your objectives and plan carefully. When you place an advertisement, whether it's for a meeting or fundraising event, try also to obtain editorial coverage in the same publication. Whenever possible, PR and advertising should complement each other to give you the best value for money.

Advertorial

An advertorial is a cross between an advertisement and a news story. The space is bought as for an advertisement, but the advertiser writes or approves the copy. They are generally used when you want to guarantee the use of your pictures and copy in a particular newspaper or magazine at a particular date or time. All advertorials have to make it clear to the reader that the space has been paid for by displaying the words "advertisement" or "promotion" somewhere on the page, usually at the top.



SECTION 7 – Writing a News Release

News releases are a very effective way of getting your story into newspapers, magazines, on radio or television. Writing a release is not difficult. However it requires some imagination and the application of a few basic rules.

Releases should be **clear, concise and factual**. They should be written in a simple, direct way. Keep sentences short, no more than 25 to 30 words, and avoid convoluted language, jargon and clichés. The whole release should be no longer than two typed pages of A4 including any notes to editors.

Remember news editors can receive hundreds of releases every day so it is worth taking time to ensure that your release is one they print. Busy editors don't have time to rewrite and won't bother. The release will go into the bin.

If your story is to grab attention, the first paragraph or the "intro" is crucial. It should contain the main facts of the story. It should tell the news editor, at first glance, what the story is about and whether it is of interest.

A simple rule to writing a news release to cover the five "Ws" in the first paragraph:

- **What** is happening?
- **Who** is doing it?
- **Where** is it happening?
- **When** is it happening?
- **Why** is it happening?

Subsequent paragraphs should expand on these points and provide background information. Organise the paragraphs so the most newsworthy are at the top and they go down in descending order of importance. If there is not enough room to print the whole of your release, it will be cut from the bottom.

People are more interesting than things. Try to personalise your story, journalists are always looking for the human angle in stories. Also look for a strong local angle and use it high up in the release. Including a quote in your release is an excellent way of reinforcing the story. Although the release is a statement from your organisation, it should be presented so it can be printed with minimum of editing.

Comment, observation or speculation should only be included in quotes or footnotes. Write a first draft of the release and then go through it to tighten, edit and improve, check spellings and punctuation. It's a good idea to get someone else to read it before it goes out.

Presenting the release in the correct way will greatly improve your chances of getting it into print:

- The name of your organisation and date of the release must be clearly shown at the top of the page so the news editor knows that it is not stale news.
- The word "ENDS" should appear after the final line of the release to show the journalist they have the entire release.
- At the foot of the final page give the names and contact details of at least one person who can be contacted for any further information. Try to include a contact number that enables a journalist to reach them out-of-hours.
- Promote the Organ Donor Line (**0300 123 23 23**) and website (**www.organdonation.nhs.uk**) wherever possible, so that it can be printed or broadcast at every opportunity.

How to lay out a news release

- Name of organisation (or logo/headed paper).
- Date of release.
- **TITLE FOR RELEASE**
- Cover the five “Ws” in the first paragraph: what, who, where, when, why.
- Use subsequent paragraphs to expand on these points and provide background information. Most newspapers prefer one sentence for each paragraph.
- Include a quote, even if it’s from you.
- Add the word “ENDS” after the final line of the main text.
- Give contact details of someone who can be contacted by a journalist if they want to arrange an interview or have further queries. Include name, telephone numbers, email.
- **Notes for editors** – for adding further detail, for example: Time and place of a photocall.
- Organ Donor Line number **0300 123 23 23** and website address **www.organdonation.nhs.uk** for further information about organ donation and joining the NHS Organ Donor Register.
- Any further background information about your organisation or campaign.



Our Charity

Release Date: XX/XX/20XX

Title: Fancy Dress Fundraiser

Local celebrity Matt Vinyl will be opening our 3rd annual Fancy Dress Fundraiser at The Venue, Ourtown, this Saturday at 2.30pm. This year we plan to raise £700 towards new play equipment for the Cystic Fibrosis Ward at Ourtown’s Community Hospital.

Quote:

“Following the success of last year’s musical event the theme will be Pop Performers, with particular reference to popular talent shows, and will feature prize categories for children, teenagers and adults...” ENDS

Contact Details: XXXXXXXX XXXXXX, XXXXXXXX XXXXXX

Editors: XXXXXXXX, XXXXXXXX

Organ Donor Line number **0300 123 23 23** and website address **www.organdonation.nhs.uk** for further information about organ donation and joining the NHS Organ Donor Register.

Any further background information about your organisation or campaign.

SECTION 8 – Responding to the Media

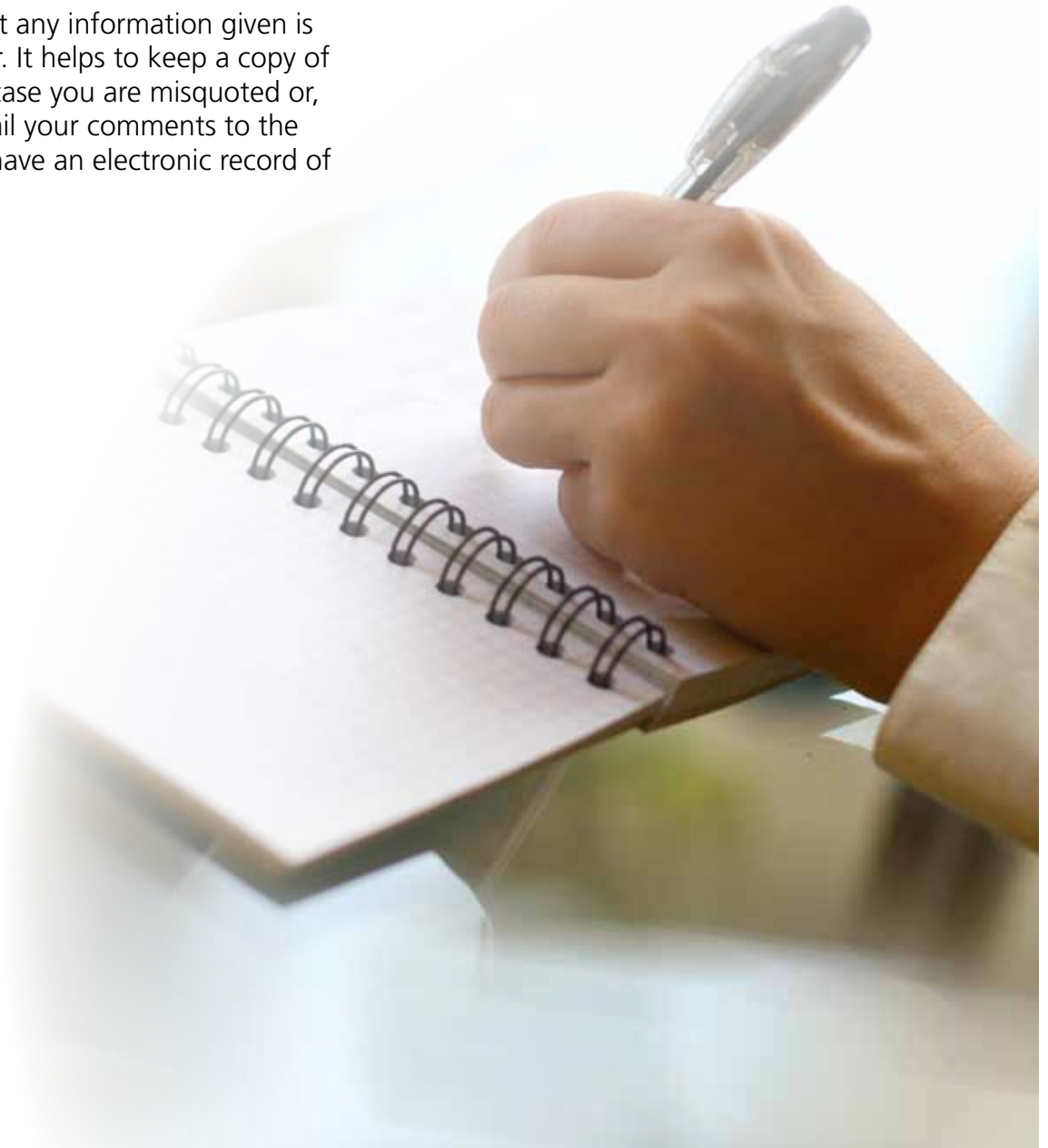
Once you have contacted the media to publicise the activities of your organisation some journalists will keep your contacts details on file in case they want to get your opinion or any information at a later date on the subject you have raised with them.

This is an excellent opportunity to get wider public awareness of your organisation, its role and aims. It could also help build a rapport with a journalist which will help when you want to publicise future events. However don't feel pressured into giving an off-the-cuff response. Ask about their deadline. A journalist who needs a quote or information "urgently" can usually wait a few minutes for you to prepare what you want to say and ring back.

If you are going to be quoted you should check the context or angle of the story they are preparing, ask for full details of the story on which they want a comment or information. What was the source? Has it already been on radio/TV, appeared in another newspaper, or the internet? If either of the latter, you may be able to get a copy of the original.

Ask yourself whether you are actually the right person to answer their particular query. Is there someone else in your organisation or elsewhere who is more knowledgeable on the subject? If so ask them to speak to the journalist but make sure they are fully briefed, and will get back to the journalist within the set deadline.

It is important that any information given is accurate and clear. It helps to keep a copy of what you said in case you are misquoted or, better still, to email your comments to the journalist so you have an electronic record of sending them.



SECTION 9 – Using Photography

Using photos can be a good way of gaining publicity, particularly in local papers that want to show the people behind the story. You can either send your own photos to a paper or you can arrange a photocall to invite newspaper photographers along to an event. The best way to do this is with a news release so that the newspaper has all the details about the story and your contact information.

Making it interesting

Whether you decide to take your own photos or arrange a photocall you will need to make your pictures interesting. You cannot guarantee that a paper will use your photo, but you can find ways of making it more likely.

The composition of your photo is important:

- Don't use too many people.
- Get them to smile (if appropriate) readers are more attracted to "friendly" pictures with smiling faces.
- Think about the background, make sure it's "clutter" free.
- Always take pictures with the light behind you.
- Use colourful props, such as balloons, leaflets or posters. These will help liven up the picture as well as putting it into context for the reader.

Arranging a photocall – see previous 'getting in the news' section.

Sending in your own photos

You cannot guarantee that a newspaper photographer/s will turn up to your photocall, so taking your own photos is a good back up. If you have funding available, commissioning a freelance photographer can be a good investment. If not, you can still get good results from your own digital camera.

Commissioning a photographer

When you commission photography, you can use the photos from that shoot as many times as you like. So, if you are setting up a photograph to go with a news release about a specific event, think about other more generic photos you may want to get at the same time which could be used in the future eg in a newsletter, a report, on your website or on a poster.



A clear brief

If you are commissioning a freelance photographer or having a photocall you will need to brief the photographer to include the following details:

- Schedule, location, contact details of subjects if you are not going to be there.
- What the photograph is for and how it is likely to be used. This will help the photographer to think creatively about the style of photography to be used.
- Who is going to be in the picture/s.
- Whether there are different combinations of people to be pictured.



Permissions and copyright

If you are taking or commissioning photos to be used for publicity purposes, whether it's to send to a paper or for use in a newsletter, other publication, or on your website, it is important that you get permission from each of the people being photographed.

If you intend to use the same photograph at a future date it is good practice to contact the subject to let them know. Although you will already have had their permission to use the image, their circumstances may have changed since the picture was taken. Copyright of any photos you commission will belong to the photographer, most will sign a form to pass the copyright on to you. Others may not, as copyright, by law, belongs to them as the creator of the work. In practice, however, the work that you commission will be so specialised that it is highly unlikely that a photographer would offer it to anyone else to use. However, if having copyright is important to you, make sure you commission a photographer who will pass the copyright on to you.

Captions

A clear caption should be attached to each image that you submit to a publication. This should include names and job titles, if relevant.

Your own digital images

If you take your own photographs make sure you set your camera to a high resolution as they can always be reduced later. Usual practice is to email the photos to the media outlet with your release but some journalists cannot receive large files so it is worth checking that they have got them. Always make sure you have permission from both the people taking part in the photo and the premises/location (eg a hospital ward) it is being taken at.



SECTION 10 – NHSBT Branding

NHSBT's branding may only be used with our approval. The images, logos and straplines associated with organ donation have a high national profile of great integrity. It is important that this integrity is maintained across any material that promotes awareness about donation and we protect them against misuse. The organ donation logo and associated straplines belong to, or are licensed to, NHSBT.

If you want to use any organ donation branding in your own materials, for example in a leaflet or on a website, you must obtain permission from us first.

Contact marketing.comms@nhsbt.nhs.uk

Registration form artwork

If you are producing your own publicity materials you may want to consider including an organ donor registration form and we can provide this for you. We can supply artwork for standard registration forms of various sizes for insertion into newsletters, magazines, payslip flyers, leaflets, newspapers. By supplying you with a unique code, NHSBT can track how many registrations are made through your campaign.

For more information about registration form artwork contact:

marketing.comms@nhsbt.nhs.uk

Thank You

We hope this guide has helped provide you with some ideas – big and small – to help you promote awareness of organ donation. We very much appreciate your interest and support; all your efforts will help give hope to the 10,000 people in the UK currently in need of an organ transplant. Thank you.

And remember, do keep us informed about your activities by emailing us at marketing.comms@nhsbt.nhs.uk