

National Lottery Young People & Wellbeing Arts Programme

Media Toolkit

The National Lottery Young People & Wellbeing Arts Programme was created to empower young people through the creative arts. Your project will help to improve their lives, giving them a voice to articulate their stories by learning new creative and communicative skills.

This media toolkit is designed to help you get the story of your project out to the public. It is vital that the funding your project has received is acknowledged in any publicity you undertake, in line with your conditions of grant. The National Lottery and the Arts Council of Northern Ireland must be credited in all publicity materials you produce in relation to your project, including programmes and brochures, news releases, social media posts and broadcast interviews.

Within the following pages you will find some useful information on how to package your news story for online audiences, traditional broadcast and print media. There is also a template news release which you can adapt and use as a starting point to help you to craft your own story.

Contents:

Tips for contacting local media

- Media landscape
- Social media
- Template news release
- Sample news release
- Sample photo caption
- Signing off your news release
- Key contacts

Tips for contacting local media

Being awarded funding for your project is a huge achievement and great news for your local community. Your local newspapers and radio stations will be interested to hear what you've been doing. You may already have a good relationship with your local media, or this could be the first time you have ever contacted them. We have outlined some tips for contacting media below.

- **Identify which media to target:** It may sound obvious, but local newspapers and radio stations will only cover stories that fall within the exact area they cover. The newspapers you should contact are the ones that are available to buy or are given out for free in the area in which your project is based. If you are unsure, you can always ring and ask what area they cover. With radio stations, think about your local BBC station, as well as any commercial stations in your area.
- **Find the best contact:** Most newspapers and radio stations will have an email address for the newsdesk on their website. This will receive a lot of emails, so it is worth calling the newsdesk to tell them about your story and ask if there is anyone in particular you should send it to.
- **Drafting your press release:** We have included a template that you can use to draft your press release. When filling this in, think about the impact of the grant – explain how the grant will make a real difference to the people you work with. Does it mean you will be able to work with more people, or open up to new groups for the first time? How will it improve their lives?
- **Sending your press release:** Think about the subject line of your email as this is the first thing the journalist will see, and if it doesn't catch their eye, they may not even open your message. It's a good idea to reference your local area in the subject so the journalist can see it's relevant, for instance, 'Banbridge youth project promotes positive mental health message'. It's best to paste the press release into the body of the email rather than attach it and, if you are sending to multiple contacts at different outlets, use the email option BCC not CC. Always include your contact details in your email.
- **Attach an image:** Attaching a high-quality photo to your email can really improve your chance of gaining publicity. Think about what you want the photo to say about your project – think about the setting and who you want to include in the photo; this could be staff or perhaps some of the people who benefitted from the grant and possibly an example of the art work they have created. Make sure you provide the names of everyone in the photo and make clear who is who by labelling the photo – this will be used as a caption.
- **Follow up with a phone call:** Journalists receive lots of press releases each day and it will help if you give them a quick phone call to highlight your news. If time is an issue, select one or two key newspapers or radio stations to make sure they have received your press release.
- **Broadcast Media:** If you are asked to do an interview on radio or television, prepare some notes in advance. Think about what questions you might be asked

and prepare three points that YOU wish to get across. Avoid jargon and abbreviations. Don't forget to credit, by name, the National Lottery Young People & Wellbeing Arts Programme, which is funded by the National Lottery through the Arts Council of Northern Ireland.

- **Contact your local politicians:** Tell your local representatives about your project. They often have large social media followings and will be happy to share your good news. Email them a copy of your news release and ask them to help you share your story. If you have an event coming up, consider inviting them along.
- **Keep us updated:** Don't forget to keep in touch and let us know how your project is progressing. Tell us about any events you may have planned to mark important milestones. Contact details for Lorraine Calderwood, Programme Coordinator, are included at the end of this document.

Media Landscape



Social media

Social media channels such as Facebook, X (Twitter) and Instagram are a good way to get your positive message out to the public.

Please always include reference to the National Lottery Young People & Wellbeing Arts Programme and use the following hashtags and handles when posting content related to your grant:

#ACNIsupported
#NationalLottery
#ThanksToYou
@LottoGoodCauses
@artscouncilni

- Include a picture or short video if possible.

Template News Release

Date/Month/Year

For immediate publication

(if you want the media to use the story as soon as they receive it)

OR

Embargoed until Time/Date

(This is a good way of giving journalists time to prepare, set up interviews if necessary, and to ensure they don't use the story until a specified time)

Headline

(Should summarise the key point of your story in a few words)

(PARAGRAPH ONE): Who, What, Why, Where, When.

One to two sentences outlining the key facts of your story.

(PARAGRAPH TWO): Acknowledge your funding through the National Lottery Young People & Wellbeing Arts Programme by including the following paragraph:

NAME OF YOUR ORGANISATION received funding in INSERT DATE as part of the National Lottery Young People and Wellbeing Arts Programme, a programme funded by the National Lottery through the Arts Council of Northern Ireland, which uses artists and the arts to give a voice to issues affecting young people.

(PARAGRAPH THREE): Add a brief overview of what your organisation does and a description of what your grant has enabled you to do.

(PARAGRAPH FOUR): Add a quote from someone senior in your organisation, with more detail about your project, highlights and outcomes.

E.g. NAME, JOB TITLE from NAME OF ORGANISATION, said: "Thanks to the funding we received from the National Lottery Young People and Wellbeing Arts Programme, we have been able to...."

(PARAGRAPH FIVE/SIX): Include a quote from Arts Council about your project. Please email requests for quotes, along with a first draft of your news release to: scoburn@artscouncil-ni.org

(PARAGRAPH SEVEN): Add any other relevant details e.g. exhibition dates or future projects in development

(PARAGRAPH EIGHT): Please close your news release with the following information.

The National Lottery Young People and Wellbeing Arts Programme was launched in 2016 and since then has awarded 70 grants to organisations to develop projects across a range of arts activities including, DJing, graffiti art, ceramics, drama and creative writing. Further information is available on the Arts Council website:

<https://artscouncil-ni.org/>

ENDS.

Notes to Editors:

Please include the following boilerplates supplied by Arts Council in your notes to Editors.

About the Arts Council of Northern Ireland

The Arts Council of Northern Ireland is the lead funding and development agency for the Arts, providing support to arts projects throughout the region through its Treasury and National Lottery funds. The Arts Council's funding enables artists and arts organisations to increase access to the arts across society and deliver great art that is within everyone's reach.

- Every week National Lottery players raise more than £30M for good causes.
- More than £47 billion has now been raised by National Lottery players to support good causes since 1994.
- More than 670,000 projects have been supported with National Lottery funding, the equivalent of around 240 lottery grants in every UK postcode district.

Sample News Release

13 June 2017

For immediate publication

Belfast graffiti project helps promote positive mental health message

A graffiti project is just one element in a series of arts-led initiatives helping to create a dialogue around positive mental health and wellbeing at Extern, a city-centre charity which offers help and support to marginalised young people.

The organisation received funding in January as part of the National Lottery Young People and Wellbeing Arts Programme, a new three-year £600,000 programme funded by the National Lottery through the Arts Council of Northern Ireland, which uses artists and the arts to give a voice to issues affecting young people.

Working with young people aged 11-25 Extern are now offering opportunities to take part in a range of arts-based projects including open mic sessions, visual arts workshops and poetry sessions, thanks to funding received through the programme. The One-Stop-Shop sessions take place within Extern's youth space on Queens Street in Belfast City Centre. The drop-in centre offers a safe recreational place for young people to come together and experience the arts, with specialist onsite counselling staff and resources available to further support the emotional health and wellbeing needs of the young people involved.

Youth worker Christopher Deconink is coordinating the project: "This project came about as a direct result of feedback from focus groups about what facilities and resources the young people would like to see in their new youth space. The young people have been working with artists on a range of projects, part of which has involved creating artworks to display within this building to really make it their own. Our team are actively participating in projects alongside the young people, encouraging trust, offering support, and giving them the opportunity to just have fun."

Lorraine Calderwood, Programme Manager at the Arts Council of Northern Ireland, commented: "The positive links between engagement in the arts and wellbeing are firmly established. Through the National Lottery Young People and Wellbeing Arts Programme, we are supporting a diverse range of projects that open up opportunities for young people to engage in the arts and the many benefits that brings, such as promoting self-expression, and developing self-confidence and self-motivation.

"Extern's One Stop Shop is a fantastic example of a project that is helping young people to come together and learn new creative and communicative skills to articulate their story."

ENDS.

Notes to Editors:

About the National Lottery Young People and Wellbeing Arts Programme

The National Lottery Young People and Wellbeing Arts Programme was launched in 2016 and since then has awarded 70 grants to organisations to develop projects across a range of arts activities including, DJing, graffiti art, ceramics, drama and creative writing. Further information is available on the Arts Council website: <https://artscouncil-ni.org/>

About the Arts Council of Northern Ireland

The Arts Council of Northern Ireland is the lead funding and development agency for the Arts, providing support to arts projects throughout the region through its Treasury and National Lottery funds. The Arts Council's funding enables artists and arts organisations to increase access to the arts across society and deliver great art that is within everyone's reach.

- Every week National Lottery players raise more than £30M for good causes.
- More than £47 billion has now been raised by National Lottery players to support good causes since 1994.
- More than 670,000 projects have been supported with National Lottery funding, the equivalent of around 240 lottery grants in every UK postcode district.

Sample Photo Caption



Photo caption: A graffiti project is just one element in a series of arts-led initiatives helping to create a dialogue around positive mental health and wellbeing at Extern, a city-centre charity which offers help and support to marginalised young people. The project is funded through the National Lottery Young People and Wellbeing Arts Programme, an initiative of the Arts Council of Northern Ireland, which uses the arts to give a voice to issues affecting young people. Pictured are Abie Bloomer (Sandy Row), Cori Leigh McGuinness, Kara Smith, Lauron Graham and Sitara Loughlin (Ballygomartin), with artists Glenn Black, Ken Maze (Blaze FX). Photo: Brian Morrison.

Signing off your news release

Once you have drafted your news release, please **email it to the Arts Council** for review and so that endorsement quotes can be added by the Arts Council.

Please allow 2-3 days for a response for requests for quotes.

If you are planning to organise a **publicity photo** or are planning an event e.g. end of project showcase, please let us know as far in advance as possible, as a representative from the Arts Council may be able to attend.

Branding your project

The Arts Council has produced an accompanying branding guide, **How to acknowledge your National Lottery grant**: [How to acknowledge your National Lottery grant \(s3-assets.com\)](https://s3-assets.com)

Key contacts

For further information on publicising your National Lottery Young People and Wellbeing Arts project, please contact:

Sarah Coburn, Media Relations Officer, Arts Council of Northern Ireland

Tel: 07733 226 373, Email: scoburn@artscouncil-ni.org

Lorraine Calderwood, Programme Co-ordinator, Arts Council of Northern Ireland

Tel: 07500 559 313, Email: lcaldерwood@artscouncil-ni.org

(Media Toolkit updated November 2023)