

Promoting Your Work (20.31 minutes)

00.01 Introduction. Using press and publicising your work. Making it appealing.

00.30 How to present as interesting to target audience. Local newspaper; letters page, 'Mr Leicester' section, or, an article about your project. Journals and magazines.

03.16 Where does the news come from? Majority is pre-packaged and from computer. Journalists increasingly regurgitate rather than critically analyse.

05.07 Therefore an interesting and engaging article has a good chance of being printed. Importance of press releases.

08.56 Contacting a journalist. News desk information on website or page 2. Research journalists specialising in local articles. Put key points in email itself, rather than attachment.

10.43 Catching their interest. Provide a clear angle and make of relevance to public interest. Question of timing – tying into future anniversaries etc.

13.05 Writing a press release. 1 side A4. Concise outline of story. Headline. Establish angle near beginning. Provide all key information. Quotations. Additional background information.

16.42 Inverted pyramid technique used by journalists. Crucial information first, followed by background and additional later. Consider this when writing your press release.

18.45 Timing. Flag up when your article needs to be released i.e. imminent release for articles which can be released at any time, or 'embargo until Thursday' for an article which needs to be published on Thursday ready for Friday.

19.13 Concluding points.

20.03 Sending press releases to radio stations, especially history strands.