



# Arts & Older People Programme

## Media Toolkit

### **Congratulations on receiving funding from the Arts & Older People Programme.**

The Arts & Older People Programme was created to empower older 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 Arts Council, Baring Foundation and Public Health Agency (PHA) should be credited in all publicity materials you produce, 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.

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## 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 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 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 older people's 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. Don't forget to 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 no more than three points you wish to get across. Avoid jargon and abbreviations. Don't forget to credit the Arts & Older People Programme and its funders, Arts Council of Northern Ireland, Baring Foundation and Public Health Agency.
- **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, Art & Older People Programme Coordinator, are included at the end of this booklet.

## Media Landscape



## Social Media

Social media channels such as Facebook, Twitter and Instagram are a good way to get your positive message out to the public. Please always include reference to the Arts & Older People Programme programme and the following hashtags and handles when posting content related to your grant:

#artsolderpeople [#NationalLottery](#)



@artscouncilni @publichealthni @Baring\_Found



@artscouncilni @publichealthagency

### Message example Twitter:

Thanks to @artscouncilni @Baring\_Found @publichealthni #artsolderpeople programme for funding for new arts project. Starts Autumn. #NationalLottery

### Message example Facebook:

We are showcasing some of the artworks created through the @artscouncilni and @Baring\_Found @publichealthagency #artsolderpeople programme. Giving older people a voice to tell their story through the arts. Open today from 1pm. #NationalLottery

- Include 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 Arts & Older People Programme by including the following paragraph:*

NAME OF YOUR ORGANISATION received funding in INSERT DATE as part of the Arts & Older People Programme, a three-year £690,000 programme funded by the Arts Council of Northern Ireland National Lottery funds, the Baring Foundation and the Public Health Agency (PHA). The programme is a pioneering initiative which aims to promote positive mental health and well-being among older people by providing opportunities for them to engage with the arts whilst tackling issues of loneliness and isolation.

**(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 Arts & Older People Programme, we have been able to...."

**(PARAGRAPH FIVE/SIX):** *Include a quote from Arts Council and PHA about your project.*

*Please email requests for quotes, along with a first draft of your news release to Angela Warren at the Arts Council: [awarren@artscouncil-ni.org](mailto:awarren@artscouncil-ni.org) / T: 02892623552.*

**(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.*

Further information on the Arts & Older People Programme is available on the Arts Council of Northern Ireland's website [www.artscouncil-ni.org](http://www.artscouncil-ni.org)

**ENDS.**

**Notes to Editors:**

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

**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. Our funding enables artists and arts organisations to increase access to the arts across society and deliver great art that is within everyone's reach. National Lottery-funded arts programmes are bringing communities closer together, tackling prejudice, racism, isolation and mental health and improving emotional wellbeing. [www.artscouncil-ni.org](http://www.artscouncil-ni.org) (twitter) @ArtsCouncilNI (facebook) \ArtsCouncilNI

The Arts Council of Northern Ireland Lottery Fund distributes a share of the money raised by The National Lottery for good causes.

- Over £30m is raised for good causes every week
- More than 500,000 projects have been funded
- Over £36bn has been raised since the Lottery started

**About the Arts and Older People Programme** - The Arts and Older People programme was set up to increase opportunities for older people to actively engage in the arts and explore the social issues affecting them, such as poverty, isolation and loneliness, as well as promoting wellbeing. Since 2010, the Arts & Older People Programme has provided £1.8m funding to arts and community organisations and voluntary groups which have supported the delivery of 137 Arts projects to older people across Northern Ireland. The programme was designed to challenge perceptions of what it means to be an older person.

**About The Public Health Agency** - The PHA is the statutory body responsible for improving and protecting the health of our population and an integral part of the Health and Social

Care (HSC) system, working closely with the Health and Social Care Board (HSCB), local health Trusts, Business Services Organisation (BSO) and the Patient Client Council (PCC). In operation since April 2009, it drives the public health and social wellbeing agenda, encompassing a wide range of functions to give a renewed, enhanced and sustained focus on health protection and improving health and wellbeing outcomes.

The PHA is a multi-disciplinary, multi-professional body with a strong regional and local presence. Central to our main responsibilities is working in close partnership with individuals, groups and organisations from all sectors – community, voluntary and statutory.

**About the Baring Foundation** - Our Purpose is to improve the quality of life of people experiencing disadvantage and discrimination. We aim to achieve this through making grants to voluntary and other civil society organisations and by adding value including through promoting knowledge and influencing others.

# Sample News Release and Photo Caption

News Release

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Date: 09 November 2017

For immediate release

## **Older people across Northern Ireland set to benefit from arts investment of £192,000**

The Arts Council of Northern Ireland has announced National Lottery funding and public funding from the Public Health Agency of over £192,000 for 19 organisations, across the region, to deliver community-based arts projects benefitting older people. The funding is part of the Arts Council's Arts and Older People Programme, a pioneering initiative which aims to promote positive mental health and well-being among older people through engagement with the arts whilst tackling issues of loneliness and isolation.

The Arts and Older People Programme was established by the Arts Council of Northern Ireland in 2010 and is now a cross-governmental partnership with funding from the Public Health Agency and The Baring Foundation. To date the programme has provided £1.8m funding to community organisations and voluntary groups across Northern Ireland in the delivery of 137 arts projects to older people. The programme has been designed to challenge perceptions of what it means to be an older person.

**Lorraine Calderwood, Community Development Officer at the Arts Council**, explained how the Arts and Older People Programme is making a difference to the lives of older people across Northern Ireland:

*"Research has proven that engagement with the arts can raise self-esteem, confidence and motivation, as well as aid in relieving stress, worries and also pain. The Arts and Older People Programme is committed to providing meaningful opportunities for our older people to take part in the arts activities, enriching their lives for the better. The arts have a vital role to play in helping older people find their voice and express the issues which can often affect them on a day-to-day basis, thus promoting positive physical and mental health."*

One of the projects due to take place in Belfast is Artful Ageing, a six-month arts programme delivered by Eastside Arts in the east of the city. The Artful Ageing project will include weekly arts and crafts workshops, the development of a radio play with local carers groups plus arts sessions

with the Wise Men of East Belfast Men's Shed. The output of the project will form part of the Eastside Arts Festival programme in 2018.

Jacqueline O'Hagan, Community Arts Officer, Eastside Arts, said, "We are excited to have the opportunity to run our Artful Ageing programme for a second year. This programme is aimed at breaking down isolation, loneliness and promoting well-being amongst older residents of east Belfast and we could not deliver it without the ongoing support of the Arts Council and the Arts and Older People grant."

The 19 projects to be supported by the Arts & Older People Programme include:

- Eastside Arts, **Artful Aging**, (Belfast)
- Streetwise Community Circus, **Age-ility Circus**, (Bangor, Newtownards, Belfast and Whitehead)
- Ballintoy Young at Heart Club, **Young @ Art**, (Ballintoy)
- NI Hospice, **Arts for Hospice**, (Belfast and Ballymoney)
- ABC Community Network, **ENGAGE**, (Across all of Northern Ireland)
- Bardic Educational Arts & Medoa, **Young at HeART**, (Dungannon)
- Play Resource Warehouse, **A ticket to ride**, (Belfast)
- Echo Echo Dance Theatre Company, **Body Wisdom in the Community**, (Derry-Londonderry and Strabane)
- Queen's Film Theatre, **QFT Older People's Project**, (Belfast, Ballymena, Carnmoney, Newtownards and Scrabo)
- Derry City & Strabane District Council, **Arts for the Third Age: Music to Your Ears II** (Derry-Londonderry and Strabane)
- Arts Ekta, **A Visual Memoir**, (Belfast, Coleraine and Donaghadee)
- Accolade, **Talents of Accolade**, (Newry)
- An Gaclaras, **Creative Ageing Initiative**, (Derry-Londonderry)
- Waterside Theatre Company, **Telling Tales Intergenerational Art Programme**, (Derry-Londonderry and Strabane)
- Community Arts Partnership, **Artful older people and company** (Belfast, Newtownabbey, Lurgan, Derry-Londonderry and Ballymena)
- Void, **Glenfest**, (Derry-Londonderry)
- Beth Johnston Foundation, **EngAGE Art**, (Ards Peninsula)
- Golden Thread Gallery, **A little of what you fancy**, (Belfast)
- Neillsbrook Fold Tenants Association, **Something old, something new, something borrowed, something true**, (Toome and Randalstown)

Another round of funding will open in early 2018, keep up to date at [www.artscouncil-ni.org](http://www.artscouncil-ni.org)

ENDS

**Media contact:** Angela Warren, T: 02892623552, E: [awarren@artscouncil-ni.org](mailto:awarren@artscouncil-ni.org)

## Notes to editors:

**About the Arts and Older People Programme** - The Arts and Older People programme was set up to increase opportunities for older people to actively engage in the arts and explore the social issues affecting them, such as poverty, isolation and loneliness, as well as promoting wellbeing. Since 2010, the Arts & Older People Programme has provided £1.8m of National Lottery and public funding to arts and community organisations and voluntary groups which have supported the delivery of 137 Arts projects to older people across Northern Ireland. The programme was designed to challenge perceptions of what it means to be an older person.

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**Photo caption:** The Arts Council of Northern Ireland has announced National Lottery funding and public funding from the Public Health Agency of over £192,000 for 19 organisations, across the region, to deliver community-based arts projects benefitting older people. The funding is part of the Arts Council’s Arts and Older People Programme, a pioneering initiative which aims to promote positive mental health and well-being among older people through engagement with the arts. Pictured launching the good news is (L-R) Lorraine Calderwood, Arts Council of Northern Ireland, Jacqueline O’Hagan, Eastside Arts, with Bobby Porter from the East Belfast Men’s Shed, one of the organisations set to benefit from the funding. Visit [www.artscouncil-ni.org](http://www.artscouncil-ni.org) for more.

## 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 and/or the PHA.

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 and/or PHA may be able to attend.

## Branding your project

The Arts Council has produced an accompanying branding guide, **How to acknowledge your grant**, which explains how and when you are expected to acknowledge the Arts Council, PHA and The Baring Foundation by using the appropriate logos on your promotional materials.

You can access the branding guide [here](#)

## Key contacts

**For further information on publicising your Arts & Older People project, please contact:**

**Angela Warren, Media Relations Officer, Arts Council of Northern Ireland**

Tel: 028 9262 3552, Email: [awarren@artscouncil-ni.org](mailto:awarren@artscouncil-ni.org)

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

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