



Young People & Wellbeing Arts Programme

Media Toolkit

Congratulations on receiving funding from the ARTiculate programme.

The ARTiculate 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 Arts Council 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 youth project ARTiculates 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. And 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 ARTiculate and its funders, Arts Council of Northern Ireland 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, Articulate 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 ARTiculate programme and the following hashtags and handles when posting content related to your grant:

#ARTiculate [#NationalLottery](#)



@artscouncilni @publichealthni



@artscouncilni @publichealthagency

Message example Twitter:

Thanks to @artscouncilni @publichealthni #ARTiculate 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 @publichealthagency #ARTiculate programme. Giving young people a voice to articulate their story through the arts. Open today from 1pm. #NationalLottery

- 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 ARTiculate programme by including the following paragraph:*

NAME OF YOUR ORGANISATION received funding in INSERT DATE as part of ARTiculate, a three-year £600,000 programme funded by the Arts Council of Northern Ireland National Lottery funds and the Public Health Agency (PHA), 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 ARTiculate 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: 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 first 15 organisations to be awarded funding through the ARTiculate programme were announced in January 2017. The programme will run over three years and it is anticipated that approximately 35 projects will benefit from funding. The programme is delivered by artists and arts organisations working in partnership with youth and community organisations linked to the PHA across a range of health improvement themes.

Further information on the ARTiculate programme is available on the Arts Council website #nationallottery

ENDS.

Notes to Editors:

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

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 (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

The Public Health Agency is the statutory body responsible for improving and is 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.

Sample News Release

13 June 2017

For immediate publication

Belfast graffiti project helps ARTiculate 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 ARTiculate, a new three-year £600,000 programme funded by the Arts Council of Northern Ireland National Lottery funds and the Public Health Agency (PHA), 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 ARTiculate 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, ARTiculate Programme Manager, Arts Council of Northern Ireland, commented: "The positive links between engagement in the arts and wellbeing are firmly established. Working together with the Public Health Agency, 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."

Séamus Mullen, Head of Health and Social Wellbeing Improvement (Belfast and South Eastern) with PHA, said: “This programme is a great example of how arts can be used in an innovative way to give a voice to young people and encourage help-seeking behaviour. The PHA recognise the positive impact that the arts can play in improving the mental health and wellbeing of our young people. The young people involved benefit in a number of ways such as making new friends, learning new skills, gaining confidence in their abilities. They also learn about the mental health support that is available.”

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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 by the Arts Council and the Public Health Agency's ARTiculate Programme 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 and 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 the 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 and PHA by using the appropriate logos on your promotional materials.

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

Key contacts

For further information on publicising your ARTiculate project, please contact:

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

Tel: 028 9262 3506, Email: scoburn@artscouncil-ni.org

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

Tel: 028 9262 3503, Email: lcalderwood@artscouncil-ni.org

