



Media Training



**BRITAIN
IN BLOOM**
with the RHS

Claire Weaver,
RHS Press Officer for
Communities and Education

Why do we want to get media coverage?



- Raises awareness of community gardening and all its benefits
- Recognition for all the amazing work you do
- Encourages more people to get involved
- Attracts visitors
- Raises the profile of the area



The ingredients of a good story



Ask yourself 'So what?' Why is your story interesting to the people that read that newspaper, listen to that radio station etc?

- **Timing** – News is new
- **Location** – Local people are interested in what is happening where they live
- **Impact** – The benefits to the local community, who has it helped and why, biggest, first, best etc.
- **Unusual or surprising** – What is your group doing that is different / not what people might expect?
- **Human Interest** – Funny, quirky, heart-warming, challenges have been overcome, colourful characters, someone whose life has been transformed
- **Photographs** – Help bring the story alive e.g. Of the people involved, before and after photos that show the transformation (Need to be high resolution so suitable for print e.g. >1MB)



Calendar for Britain in Bloom



January/February

- Britain in Bloom finalists announcement made to the press
- Local release template for finalists to send to local media

April

- Britain in Bloom launch week (10 Apr-16 Apr) – announcement about the up to 40 groups that will receive RHS funding for their wildlife projects
- Local release template 'Spring has sprung' for finalists to send to local media

June

- Volunteers' Week (1-7 June)

July/August

- Britain in Bloom judging takes place (31 July – 11 Aug)
- Local release template 'Judges are coming' for finalists to send to local media

October

- RHS press office will be in touch to request quote in advance of the ceremony (2 Oct)
- Britain in Bloom Awards ceremony (27 Oct)
- Award winners announced in the press (from 28 Oct)



Ideas for engaging with the media – finalists announcement



January/February

- How do I know which journalists to contact?
- As well as the local paper, consider regional radio (e.g. BBC regions), regional television channels, community newsletters, local gardening magazines, tourism websites, county-wide glossy magazines etc.
- Use the press release template to contact local media at (<https://www.rhs.org.uk/forbloomfinalists>). Include information such as:
 - What does it mean to your group to be a finalist?
 - Are you a first times finalist? How many times have you been a finalist?
 - How many volunteers are involved in your group?
 - How are you preparing?
- Offer a spokesperson for interview
- Stay in touch with interested journalists throughout the year



Ideas for engaging with the media – Britain in Bloom launch



April

- ‘Spring has Sprung’ press release for local press (template to be supplied by RHS press office in Mar):
 - Do you want to call on other local people to help?
 - How many bulbs, plants and trees will you be planting?
 - What activities are taking place? E.g. litter picking / planting events
 - Any new or interesting projects for 2017? E.g. A new wildlife area, an initiative with a local school, transformation of a run-down area, a community vegetable garden etc.
- Offer advice to local gardeners through the press e.g. Top gardening tips from a Britain in Bloom finalist, top ten jobs to do in the garden in spring
- Invite press to any events you might be organising



Ideas for engaging with the media – Judging



July / August

- 'Judges are coming' press release for local press (template to be supplied by RHS press office in July):
 - How is the group feeling about the judges' visit?
 - Where are the judges being taken on their tour?
 - Which other finalists are in your category?
- Invite journalists on a tour to see for themselves
- Send photos to the press of the judges' visit and the area 'in bloom'



Ideas for engaging with the media – Awards announcement



October

- RHS press office will be in touch to request quote in advance of the ceremony (2 Oct)
- RHS announce results to the media (for announcement from 28 Oct)
- RHS arranges photos of finalists receiving their awards
- Have spokesperson available for interview – local press and radio keen to interview groups after the awards ceremony
- Contact journalists that you've kept in touch with throughout the competition about your award
- Invite the press to any celebration events

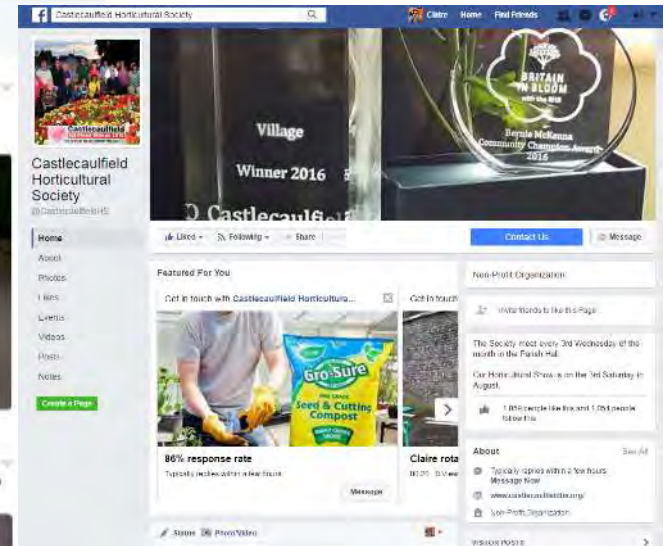
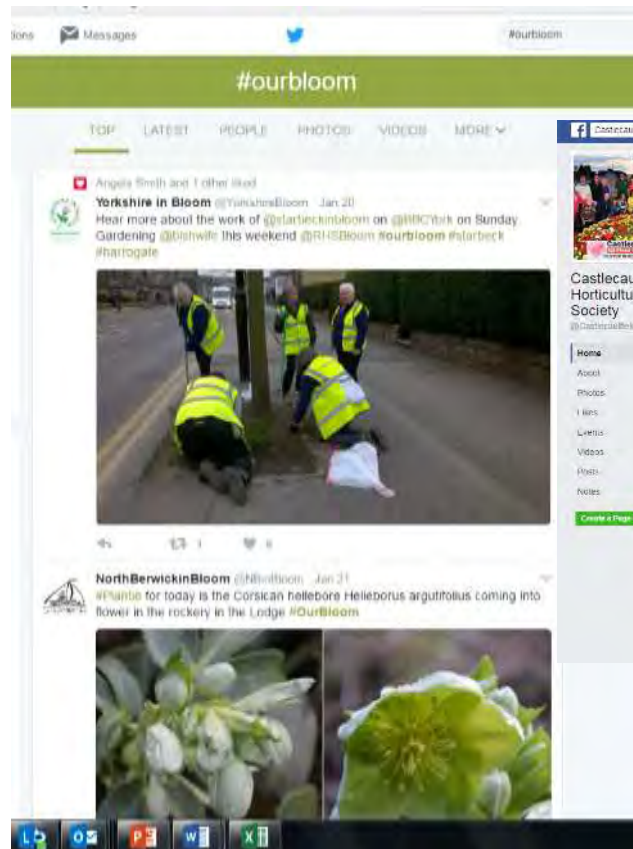


Social media



Don't forget to share updates and photos about what your Bloom group is doing on:

- Twitter – #OurBloom
- Facebook
- Instagram
- You Tube



Engaging with media



Writing Press Releases

We will send template press releases to you that can be customised but here are some tips if you would like to create your own.

Put the most important, interesting information at the top, decreasing in importance towards the end. Make sure someone else reads through it to check for typos and inaccuracies:

Press release

Date

Headline

Intro

Paragraphs

Audience

Opinions/quotes

Ends

Contact

Notes to editors





Engaging with media

Interview Tips

- Preparation - Think about the questions you might get asked and the **two or three key points** you'd like to put across.
- Consider difficult questions beforehand and think of your response e.g. Is this a good use of council money?
- Practice with a friend/colleague
- Confidence – Smile and be yourself. Speak at a steady pace
- Stay positive – it's a chance to tell people about all the great work your group's done and how you've helped the community
- Don't say anything negative about anyone and avoid discussing local politics
- TV – Wear something you feel comfortable in and avoid busy patterns / distracting jewellery etc. Avoid waving hands around, fidgeting etc.
- Radio – Listen carefully and avoid speaking over people



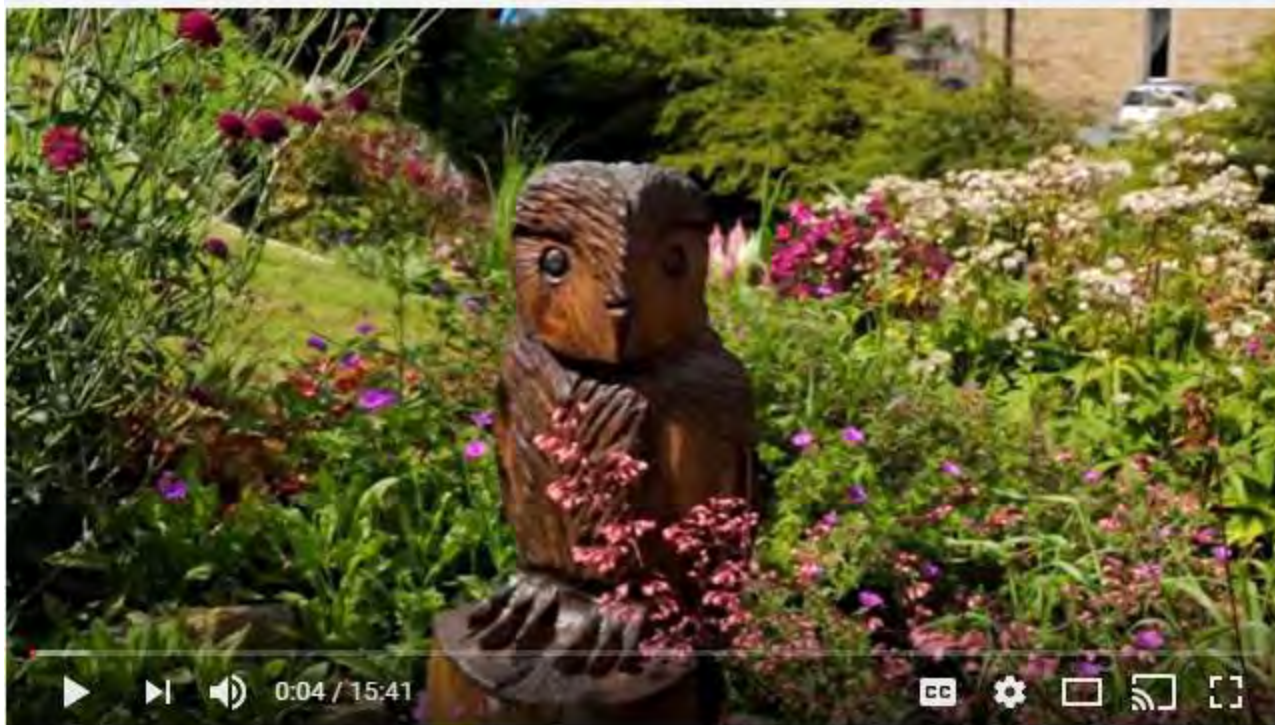


Britain in Bloom - Key information

- Europe's biggest community gardening campaign
- Involves up to **300,000** passionate local volunteers (including both Britain in Bloom and It's Your Neighbourhood groups) who are involved in transforming public spaces that benefit an estimated **2 million** people
- There are currently over **2,500** Britain in Bloom and It's Your Neighbourhood groups across the UK
- RHS took over the running of the campaign in 2001 and developed it to include greater focus on community participation and environmental responsibility



Engaging with media - broadcast



Barnoldswick in Bloom - Britain in Bloom Finalist

<https://youtu.be/btcfpadG8To>





Any Questions?

Check the RHS website for further information:

<https://www.rhs.org.uk/forbloomfinalists>

- Press and PR advice
- 2016 Bloom Finalist Logo
- Images Advice
- Photography Permission Form
- Judging and tour logistics

Contact details:

claireweaver@rhs.org.uk

020 7821 3043

