

# **HOW TO PROMOTE YOUR PROJECT – HINTS AND TIPS**

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# IS THERE A STORY?

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- What's at stake?
- Who benefits?
- Is it quirky?
- Facts & figs?
- Is it visually interesting?
- Do you have a good talker or expert?
- Who needs to know?

# FORMULATE A PLAN

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- Use of the local and regional media
- Use of any specialist media
- Use of the internet
- Video based promotion
- Dissemination of Newsletters
- Signage and hoardings
- Site/project visits

# CAN THE NEWS MEDIA HELP SPREAD THE WORD?

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- Seek out local reporters
- Consider whether of interest to specialist correspondents
- Target the TV forward planning desks
- Will it be of interest to press photographers
- Are you willing to put yourself forward for studio interviews
- Could your project be of interest for a live broadcast
- Consider use of “free” news, eg North Yorkshire Times
- Most media outlets have their own web pages

# MAKING MILESTONES

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- Can you mark the end of the old, the start of the new?
- Promote the start of your project
- Promote a key milestone in the middle of the project
- Mark the conclusion/opening of your project
- Have an event to launch the project, thank funders etc
- Consider having lasting momentos

# LESSONS LEARNT

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- Have a database of users, stakeholders, key contacts
- Create a visual history of the project
- Chart publicity coverage and feedback
- Find ways to reference (and thank) the funders

# USEFUL EMAIL CONTACTS

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- [ttvnews@itv.com](mailto:ttvnews@itv.com)
- BBC TV forward planning, tel 0191 244 1253
- [Newcastlenews@bbc.co.uk](mailto:Newcastlenews@bbc.co.uk) (for BBC local radio in the North East)
- [Jane.bowes@bbc.co.uk](mailto:Jane.bowes@bbc.co.uk) (for BBC Radio York)
- [Tees.studios@bbc.co.uk](mailto:Tees.studios@bbc.co.uk) (BBC Radio Tees)
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