

itea and biscuits week

Guide to a good photo call

This guide will help if your local newspaper wants to come along to take a photograph and interview some of the participants during an **itea and biscuits week** session. Although there is never any guarantee that media will attend, the steps below will give you the best chance of it being a success.

Planning

1. If you do have a taster event and want the media to attend then it is a good idea to invite a local celebrity/dignitary e.g. MP to create interest.
2. You will need to brief at least two spokespeople who can talk about **itea and biscuits week** and your event on the day. One can be a project manager / spokesperson from your organisation to talk about what the event/s involve. The other should be an older person who is participating in the activities who can talk about why they came to the taster session and how they have found using the internet for the first time. Each spokesperson should be briefed to say three key things, as this will help them. Someone should be on hand to make sure that the participant is comfortable answering the questions they are asked.
3. It is important to think of the photo you want to create. Try to make it different and appealing – avoid group shots if you can. It may be that you can have a discussion with a newspaper photographer that is coming along to see what he thinks. Someone will need to arrange the photo call and make sure that things and people are in place for this to happen.
4. If you have a budget it is a good idea to hire a photographer who can take some professional photos that you can send out to the media after the event. There will be some journalists who cannot attend.

Action

1. Use press release template and send this out about a week before to your local newspapers and TV / radio stations. How many you invite will depend on your ability and staff available to manage them.
2. Usually with radio and newspapers there will no more than two people however with TV there could be more. So if you plan to invite five journalists it could mean that at least 10 people attend your event to gain coverage of it.
3. Once you have sent out the template release call the media who you have invited about three days before to make sure they have received it and confirm that they plan to attend the event and what their requirements are. (This is “selling in” your story.)
4. From this you should be able to determine what resources are needed to staff the photo call, how many journalists plan to attend and what is needed in the way of interviews – do they want to take a photo?, do they want to speak to a spokesperson or a case study?, for instance.

On the Day

1. On the day the people managing the photo call should split responsibilities:
 - Photo-call itself – they will have responsibility for arrange the photo and making sure the journalists get what they want.
 - Interviews – there is the potential you will have TV, radio and newspapers at the event. If you can allocate time slots for each journalist this will help. Also it may be worth considering having a separate room for interviews which is away from the main event. This person will also need to be on hand to supervise the interviews to make sure that spokesperson/case study is comfortable and that the journalist gets all the information they need.
 - Journalists will arrive early so be prepared for this. If the event is to start at 10am for instance – get journalists to arrive at a set time and give them between 30-45 mins and no longer to get their photos and interviews and then get them to leave.
2. There will be journalists who can't attend who may still want to interview the spokesperson or case study or may want photos.
 - Pre-record Interviews – Journalists may want to do a pre-record (day before) to run on the day of your event. This may mean over the telephone, ISDN (if you have it) or in their studio. The spokesperson would need to be available in the event this happens.
 - Live Interviews – It may be that journalists want to do a live interview this could be before the event or actually on the day (but not at the event). This is where you reap

the benefit of having two spokespeople. One at the event fielding interviews and one off-site doing interviews as well.

- Photos – For journalists who can't attend sending a post release (on the **itea and biscuits week** web pages) and photo could mean extra coverage.

For further information and help please contact:

If you have any questions or want advice on any aspect of your publicity for **itea and biscuits week** then please get in touch with the Media Team at Age Concern and Help the Aged.

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