



The Inland Waterways Association of Ireland

Cumann Uiscebhealaigh Intíre Na h-Éireann

IWAI Public Relations

&

Communications Handbook

First Edition March 2010

Table of Contents

1. Introduction	3
2. Why do we need PR Standards for IWAI Officers and members	6
3. The IWAI Brand and website.....	6
4. Media and Communications platforms to deliver your message.....	7
5. Planning your annual communications & PR calendar.....	8
5.1 Planning a PR strategy for an event	
5.2 Keeping members informed	
5.3 Partnering with other agencies and businesses	
6. All about Press releases.....	13
6.1 Reasons to write a news release	
6.2 Writing the best news release for your needs	
6.3 Photographs	
6.4 Final checklist for the news release	
7. Planning the PR for your event.....	20
8. Following up on the news release & archiving.....	22
9. References:.....	23
10. Suggested PR contacts for your Branch	23
Appendices.....	24
Example of a news release that could be improved	
Example of a better layout and use of the points included in this document.	

1. Introduction

The Inland Waterways Association of Ireland is a voluntary organisation made up of members whose common interest is the Inland waterways of Ireland. IWAI is recognised as the informed voice of the waterways.

This document is produced to act as a guide to IWAI Branch Public Relations Officers to assist them with their duties of internal and external communications.

If you are new as branch PR, thank you for accepting the role and good luck, I hope this guide assists you with your position.

This guide is the culmination of a process commenced in 2008 when a draft IWAI PR and Communications strategy was developed and presented to the Executive in May and Council in September and distributed by email to all branch officers. The purpose of the strategy document was to define a clear role for the committee and set objectives.

The defined role of the Committee is to address the needs of the organisation, deliver on the opportunities for public relations, promote communications both internally and externally and make connections between those two perspectives.

It was agreed that there are three principal needs / opportunities for public relations and communications within the organisation.

1. IWAI / Executive to outside world
2. Executive / Council to Members
3. Branches to Members and outside world

This handbook focuses on these three areas with emphasis placed on the latter item.

The concept of a public relations handbook was originally commenced by Pauline Gleeson and Catriona Hilliard; I have developed this handbook from that concept.

Any comments or suggestions on PRO and Communication matters and this handbook are welcome at pro@iwai.ie.

Good Luck as Branch PRO.

John Dolan IWAI PRO
March 2010

1.1 IWAI / Executive to outside world

This area can be broken down into two requirements.

The first is that there seems to be a persistent need for a reactive process of PR, namely routine adhoc public relations. There are frequent opportunities to comments on the PR front, some of which IWAI currently catch very well.

Routine adhoc public relations

This area appears to have fallen towards the IWAI Executive and IWAI Editor and can be continued.

The second area is targeted public relations, both to organisations and individuals external to IWAI with interest in our goals and with influence to help us achieve them.

Targeted public relations

This is an area with significant opportunities and one that should be delivered through the public relations and communications committee.

For instance it is suggested that each year a number of media outlets should be identified and used to promote the work and objectives of IWAI. These can also be platforms to promote specific event that should incorporate public relations such as annual conferences etc. These can be regional and national press, magazines and related boating publications both nationally and internationally.

1.2 Executive / Council to members

There is a current structure of reporting from executive/ Council to members. The channels are both through IWN and reports from officers attending council to their branch members at local level.

While this structure in theory works well, anecdotally there seems to be a gap at this level in getting from Executive/Council right through to the members.

This area needs to be further investigated and supported in parallel with an appropriate and efficient channel of communications. These could include further use of iwai.ie, email and the like of SMS information dissemination. It is suggested that some further thought will be put into this area and some pilots tried with recipient groups.

1.3 Branches to members and outside world

As with other officer positions, the public relations officers need to be structured, nurtured and supported by the organisation. Bearing in mind that we are not qualified press officers (if there is such a thing) and also that we are at events to enjoy them not work too much, the best thing is to work smart not hard by using some preplanning, some templates and the assistance of others.

With this in mind, it is the choice of each Branch Public Relations Officer to choose how they want to create media interest, as well as local community awareness.

There are many reasons why IWAI seeks publicity such as:

- Place a subject/activity on the public agenda, i.e. create and raise awareness/interest of activities in IWAI.
- Create a platform for ongoing media interest.
- Deliver in- depth information and messages (which cannot be delivered by an advertisement) e.g. water abstraction of Lough Ree.
- Encourage public support and endorsement of IWAI.
- Provide lobbying support to further the improvement of the inland waterways.

The activities of public relations include a role in the following areas:

- Publicity- issuing planned news release/articles through selected media, to further the particular interest of IWAI, its members or events. Publicity is a tool used by a public relations officer; it is not public relations in itself.
- Promotion- to seek support for IWAI.
- Issues management- identification of issues of potential concern to IWAI and the development of a system to respond to them.
- Crisis management- identification of issues and an appropriate response mechanism for unanticipated situations.
- Media relations - involves dealing with the media in seeking publicity for, or responding to, media interest in activities of the waterways of Ireland.
- Merchandising support - the use of IWAI sales e.g. burgees, ensigns etc.
- Event management- involves planning activities or staging events, which will attract media attention such as a Branch rally or cruise in company.
- Promotion-this incorporates special events, storylines about the specific issue in activities, competitions or documents.
- Public affairs- a highly specialised kind of public relations involving community and government relations - which is dealing with officials within the community and working with legislative groups and agencies.
- Sponsorship- a contractual agreement between 2 parties whereby benefits such as money or services in kind are traded for promotional opportunities offered by a campaign or event, for example, naming rights, brand exposure, corporate recognition, or endorsements e.g. funding to rally, adverts in booklets etc.

2. Why do we need PR standards for IWAI Officers and Members?

IWAI is a voluntary organization, bound within various legal parameters as a company limited by guarantee. There are directors of IWAI, who have the same legal responsibility as business directors.

Voluntary organisations are by their definition, based on the input of the people who help run them. That includes you, me, our member colleagues, the branch officers, the elected members of council, any paid staff IWAI may employ, the Executive (the administrators of IWAI) and the Directors of the company.

We are a comprehensive organisation. It is vitally important that we are also a cohesive organisation. We have many interests within our branch membership. We have various projects at local and national level. We have fantastic opportunities to brand our identity as an all-Ireland organization.

We should approach this in a consistent fashion by the way in which we use news releases to get our message across to members of the public, to funding agencies, to government organisations and to similar organisations in other spheres, local, national and international.

With the above in mind, we would request that all of you who are involved in PR at all levels of the organisation, keep to a brand identity that will help us deliver our message in a consistent fashion.

IWAI Directors, Executive, Chairs of Sub-committees and all volunteers are all of the same importance to our organisation, and it is vital that we present a united front and a uniform profile in the news release function.

3. The IWAI Brand and Website

The IWAI brand is significant and must be used to the organisations best advantage, there are a number of variations of the logo best suited to application and these are all clearly defined on the IWAI website at <http://www.iwai.ie/org/logo/index.html>.

The IWAI website is a fantastic resource, urge all your branch officers to take a look at the Officer welcome page which explains some useful points about IWAI and our email/web systems, where our policy & organisational documents are etc. See <http://www.iwai.ie/admin/welcome.html>

It is also critical that the branch website is kept updated with relevant branch activities, committee details and events. Nothing is worse than a potential new member or media correspondents finding an out of date website.

4. Media and Communications platforms to deliver your message

There are many ways in which we can get people talking about IWAI!

Some platforms for your consideration include:

- Local Parish Newsletters
- Local Heritage Officer in the County Council
- Twitter
- Facebook
- Blogs
- Local Environmental Awareness Officer in the County Council
- Local Community Forum Membership via the Community and Enterprise Section of the County Council
- Local Sports Partnerships via the Community and Enterprise Section of the County Council
- Local Public Representatives, town and county councillors.
- Local Development Agencies e.g. LEADER II companies, ADM companies.
- Local Volunteer Groups where you IWAI and them might share a viewpoint e.g. fishing, canoeing, sailing, walking, historical societies etc.
- Local Business Support Organisations e.g. Chambers of Commerce, County Enterprise Boards, Tourism Agencies, etc.
- Newspapers - Local (both on sale and free), Regional, National Daily, Saturday - Weekend Supplements, Sunday Nationals,
- Magazines - Special Interest Groups, Tourism and Transport related e.g. Cara Magazine, in house flight edition for Aer Lingus;
- Radio - Community Stations e.g. Dublin City University student, Local, National
- TV - Local News Roundup type programmes e.g. Nationwide.
- TV - National News/Features/Topical Issues e.g. Water Extraction from the Shannon
- TV Production - Documentaries, Television Companies, lob your ideas into TV production companies.

- Internet - your own branch page on IWAI, your local town website/county website, those both from volunteers and statutory agencies.
- Internet - Google your location, find as many appropriate websites as you can, and email them to ask for a link, ensuring you offer a link on your branch web page as well.
- Internet - tourism websites and events guides - get some exposure for your rallies, events, and launches.
- Internet - Internet Awards
- Festivals Committees in your area - e.g. Scarriff Festival, Co. Clare; Phoenix Festival, Co. Offaly; St. Patricks Day Festival Dublin, Banagher.
- Radio request show – e.g. ring in a request for Mary and Joe who are partaking in the Inland waterways association of Irelands 50th Shannon Rally which is due into Athlone on Saturday.

5. Planning your Annual Communications & PR calendar

Having an active PRO in the branch is important. Branches are planning most events and activities well in advance, sometimes up to a year away. Your January meeting is the best place to plan your news release campaign. Several reasons for this include - planning news release patterns for the year, having an overall picture of what you would like published on an annual basis, designating responsibility to a team, and making sure the news machine still works for you when you are all rafting on a nice quiet lake or canal far from the worries of media, business etc.

You don't need a spreadsheet or any tools for the above; the proverbial back of an envelope will do for your draft ideas. However you should file it, because you can be sure you will mislay the tiny piece of paper where you wrote down everyone's great ideas for PR, especially if the ideas have been fuelled by a night of conviviality. Joking aside, that can actually be a good place to come up with some hare-brained PR schemes that have great practical potential when they are analysed in the cold light of day.

If you do this exercise at the beginning of the year, even before the season starts, stick it up on a notice board somewhere at home, and you have the beginnings of a concerted effort at gaining some publicity.

If you are like most branches, you will come up with at least one local branch activity per month that you can highlight, even if it is only what was discussed at your meeting.

There are probably a few national IWAI issues that you would also link to, and a few non-boating organisations locally that you might have some links to that you could do something together.

Example event for XYZ branch for year 20xx: dummy run ideas for PR and platforms.

Month	Activity	PR Potential	PR Platforms
Jan	1. First meeting, planning events for year	1.1 Outline to local papers branch has re-grouped, looking for members, overview activities of last year	1.1.1 Local newsletter, 1.1.2 Local newspapers 1.1.3 Local radio 1.1.4 Regional newspapers 1.1.5 Specialist magazines
Feb	2. WI Deadline for funding apps Boat Show IWAI stand	2.2 PR as per section 1.1.1 etc above plus special interest e.g. specialist magazines,	2.2.1 IWN magazine 2.2.2 UK boat mags etc
Mar	St Patricks W'end		
Apr	Easter Gathering		
May	May Rally		
June	June Rally		
July	Local history book launch you invited to it?		
Aug	Local festival branch have stand at it?		
Sept	Heritage Week		
Oct	End of Season		
Nov	Dinner Dance		
Dec	New Years Resolution	Tourism publications for next year	

5.1 Planning a PR strategy for an event

To maximise publicity for an event requires some planning, the following are some suggestions, based on my experiences to date in my role as PRO on the IWAI Executive.

- A launch by a celebrity maximises the potential for coverage in the regional and national press depending on the celebrity profile. This launch can be of the initial press release launch or the event itself. Consider using local political office holders as this can provide good linkage opportunities and press interest.
- I would suggest you breakdown your target market for publicising the event.
 - There are several obvious categories, including the IWAI usual participants; the wider inland boating community, other IWAI members that might want to participate and of course the hire boat market from both Ireland and abroad if your event is a major rally. In all these cases I suggest a timetable of physical posters (via other branches) in the local areas where boaters congregate, along with a viral campaign such as texting of info to as many IWAI members as possible, in addition to normal channels such as IWN and IWAI website and Ezine.
 - I would suggest a dedicated person to liaise with all the hire boat companies, very early, so that companies can include the rally dates in their own promotion material to their customers
- Newspaper and local radio have also proved very useful in local and national campaigns re the Waterways. I suggest a list of all the possible interested recipients of relevant material is compiled. A selection of press release material might then be developed to cater for each of the perspectives you hope to cover in your PR material. For instance a waterways history article (IWAI history etc) might be of interest to some types of reporters/articles, programmes. A feature on 'staycation' type tourism, e.g. boating, might be more appropriate for a lifestyle magazine or tourist type publication/article. For anything related to the competitions or rally events, it might also be worth highlighting some of those individual elements separately in your press releases e.g. if you are having a 'cook on board' competition, then invite a local 'celebrity' chef to judge, and make that the point of the media material you publish. The idea of a 'one size fits all' press release can be limiting. In my experience more can be gained from customising the information to suit the targeted media recipient, and they are more likely to engage with your suggestions if their specific interest has been utilised in your approach.
- For land based activities there is of course the non-boating public and communities, if there is a possibility of tying a few events e.g. gigs in pubs, food market, library events etc, together over the same timetable as the Rally, then I

- suggest it would be very worthwhile combining ideas with such groups, and coming up with a joint timetable where the boating event is one element of an overall range of events going on in the wider area. I would suggest talking to the tourism and development agencies to see where the event, especially if it's a rally, can fit into promotional plans such agencies might have planned for the year.
- Community led distribution channels also have a place in the above scenario. These range from partnerships you may already have with community and voluntary agencies and groups. E.g. fishermen, walkers, canoeists, divers etc. Many of them have newsletters and may be happy to update their readers on your event.
 - Ref statutory agencies, your local councils probably have a 'Community Forum' run from within the Community & Enterprise Forum. If your branch is not already a member, then joining could be of use both for collaboration with other voluntary groups, but also for PR opportunities that might exist via a Community Forum newsletter. Many schools also produce newsletters, I would suggest utilising that channel if at all possible. There is also of course the Waterways Ireland timetable of events published early each year, the local tourism agency promotional opportunities and the IWAI annual event guide.
 - To maximise the potential of the above, I suggest that large scale events need to have a nationally accessible window where the history, story, programme and pictures etc of the event / rally can be easily accessed and updated, such as a high quality dedicated website that has both IWAI and the event name in its web address. To get a feel for what I mean, I suggest that you have a look at <http://grandcrew.iwai.ie>. This website was set up last year by Michael Slevin to support an IWAI led partnership project. I did the PR on the project from the IWAI viewpoint and found this website invaluable as a tool. It allowed the project to direct media straight to a site that had all the information they needed to build their stories (in fact the stories were already written there and in many cases all they had to do was download the items they wanted). Feedback from the media was that the quality and information on the website not only made their task easy but also gave an indication of the high quality of the project. 'Grand Crew' enjoyed very high media coverage including An Nuacht, The Irish Times, New talk, Sunday Mirror etc. I would suggest that if the branch is serious about harnessing national and even maybe international media and providing them with a service of quality information and images then it should develop a similar website either through suitable skilled members or procuring it commercially if funds permit. The website while addressing the above issues will also provide a valuable link to the boating community and interested rally attendees. It also raises sponsorship and advertising opportunities.
 - For all media enquires, following their initial interest, it can be useful to have a media pack on the website above, and a few ready in hard copy. This could

include some history, some photos, a personal story or two (e.g. anyone around who was on the first rally or a family member of same.

- For any of the coverage you anticipate, a timetabled plan, with an operational phase of releases, and actual exposure, across the different platforms, would be most useful. So setting up a spreadsheet, re what your PR avenues are, when their publication deadlines are, could assist.

5.2 Keeping your members informed

This is a critical area and there should be a clear focus on two specific aspects. The first is contacting and informing new members of the branch and trying to integrate them into activities, it is important that new members are initially contacted by an officer and welcomed to the branch and that an information leaflet about the branch activities etc is sent to the new member.

Equally it is important that the branch keeps members informed about national issues effecting the organisation, about proceedings at council (this is the responsibility of the branches council representatives), about branch issues and about branch meetings and activities.

Some branches provide the PR Officer with a PR mobile phone; this is also used for internal communications with members via group texting. This type of facility is available through the mobile phone operators and is a cheap and quick way of communicating with members via mobile phones.

5.3 Partnering with other agencies and businesses.

There are also opportunities for partnering with other agencies to promote your Branch, waterway and activities. Examples of this include Offaly IWAI with Athlone Institute of Technology and IWAI Barrow Branch with businesses such as the Gallery Tour boat, the Dunbrody Tall ship and New Ross Boat yard.

The important point is that by getting others involved apart from possible financial sharing on publication and printing costs you get a greater distribution of finished product and in many cases exposure of the organisation to people outside the IWAI circle who are also potential new members.

6. All about Press releases

6.1 Reasons to write a news release

It is important for IWAI as an organization to remain visible to its members and to the public in general, and so by Branches utilizing the tool of News Releases, people are offered the opportunity to learn about events, issues and information relating to the waterways, where they may not have had access in the past to this type of subject, or indeed realized the subjects importance to them. In essence News Releases achieve the following;

- Place a subject on the public agenda.
- Garner public support
- Extend advertising campaigns. IWAI included on events, rallies, lobbying issues, and launches.
- Deliver complex information and messages (which can not be delivered by an advertisement).
- Offer the media an opportunity to publicise something different/interesting for their particular publication
- Present information to a wider audience than just IWAI's members
- Create awareness in the public of events that they may otherwise not be informed of

6.2 Writing the best news release for your needs

- Keep it short - one page if possible, 1.5 spacing, short paragraphs
- Make a number of key points. Brief details on the event such as who, what, where, when, why
- If appropriate put it in the context of the wider developments in the sector
- Prioritise two or three points you want to get across. Use quotes
- Reference the development of IWAI, growth, activities, research, plans for the future, etc

Title block:

This should effectively be your brand identity, similar to a letterhead. It should include the primary logo, further details such as XYZ branch (of IWAI), e-mail, web address, and contact name and phone numbers. Other logos e.g. of supporting or associated organisations should appear but in a smaller format than the primary logo (in our case the primary logo is that of IWAI).

Headline:

A good news release headline uses active verbs. This sentence uses the passive form of the verb: "The town hall was occupied by protesters". Remember if it's a headline don't just go for a present or future tense verb: For instance don't use "Protesters occupy town hall" or "Protesters to occupy town hall"

Your good headline:

Has human implications	Is short and to the point
Is in the present tense	Has vivid language
Is imaginable, something we can visualise	Is active

Note: When you are writing a headline remember, there is no obligation on the reader to pay any attention to it. The obligation is on you to attract the reader. It is pointless to think the mass media should be interested in your issue. There are no "shoulds" in mass media. You have to attract and persuade people to read your story. The onus is on the writer, not the reader.

First paragraph:

The first paragraph needs to answer key questions. If your story gets into a paper and another, bigger story comes along before it goes to print, they will edit your story. Under pressure, a sub-editor will simply chop off the end of it. So your story must be understandable if what follows the first paragraph is chopped off. Readers are busy and distracted. They may not have the time to read every story to the end. Deliver the information to them as early as possible.

General tips:

Margins

Your margins should not look crowded. Make sure margins are at least 25mm on either side. Leave a blank of 50mm at the top and at least 40mm at the bottom. Remember that a sub-editor may need to pencil notes or sub-headings into your text, so leave room for this purpose.

Keep it simple.

The key questions are:

What (is happening)?	Who (is involved)?	Where (is it happening)?	When?	Why?
----------------------	--------------------	--------------------------	-------	------

It may be useful to use these headings as columns for your draft notes on the press release, and generate a few bullet points for each heading that you can then elaborate into short concise sentences for reading.

Engage the audience:

A good press release uses active verbs and first-degree words:

First-degree words are the words we use automatically use:	Second-degree words are the words we use when we wish to be more varied or impressive
Boat	Vessel
Book	Volume/Tome
Face	Countenance

In order to understand second-degree words we almost have to relate it to its first-degree equivalent in news stories and in press releases - first-degree words are better because they don't make the reader work.

Paragraphs

Broken up text is much easier to read than text that is presented in long, uninterrupted blocks. Use paragraphing: one paragraph for each new idea - a new paragraph for each quotation. If you find a paragraph running more than three sentences, examine the possibility of breaking it in two.

In addition try to get the dates of what you are writing about into the first paragraph.

Quotations

There is much more to quotations than meets the eye. When you see quotation marks in a story, we know there is a human being, a voice, in the story. This adds to its interest. Quotation marks, properly used, pull the eye of the reader, so that someone who might otherwise stop reading after the first paragraph is more likely to continue reading if there are quotations in the remainder of the text.

Putting some of the data in the mouth of a speaker gives greater variety to what would otherwise be a straight presentation of details.

Guidelines for using quotations: Don't dribble half a quotation onto the end of a sentence; make sure you have enough words in front of the attribution.

IWAI Sample News Release



Insert Branch Details here

Date of Issue _____

Insert Headline here

What the event is	<i>Ballycommon Rally</i>
When	<i>29 September 2010</i>
Where is the event	<i>Ballycommon, Near Kilbeggan, Co.Offaly</i>
Why	<i>New Marina opening</i>
Who e.g. which Branch	<i>Offaly Branch</i>
How to get involved	<i>Come along from 10.30am</i>

ENDS

Who to contact for further information	<i>Joe Bloggs Ring 979798745 or email JBB@iwai.ie www. Etc</i>
--	---

Notes to Editor

Event Purpose	Rally to highlight continued neglect of the kilbeggan line on the Grand Canal
The IWAI	<p>The Inland Waterways Association of Ireland (IWAI) is a vibrant, fun, voluntary organisation with members from all corners of the Island of Ireland, all sharing a keen and passionate enthusiasm for the waterways of Ireland. The IWAI advocates the use, maintenance, protection, restoration and improvement of the inland waterways of Ireland. It was formed in 1954 to promote the development, use and maintenance of Ireland's navigable rivers and canals. When the Shannon was almost totally undeveloped for pleasure boating, the IWAI fought the building of low bridges, thus ensuring the development of the river as a national asset. In the 1960s IWAI successfully fought plans to close the Circular Line of the Grand Canal in Dublin. Later the association campaigned for the reopening of what is now the Shannon - Erne Waterway (formerly the Ballinamore & Ballyconnell Canal) and the Naas Line of the Grand Canal. More recently, our campaign to re-open the Ulster Canal has borne fruit with the announcement that work is to begin on re-opening the section from the Erne to Clones.</p> <p>Note: <i>Always check the IWAI website for the most current version of this type of information.</i></p>
National Contact Details	Local number \ email address \ IWAI Website

6.3 Photographs

It is a good idea to include the captions of your suggested photographs with the press release; it may act as a reminder for the reporter to use the images.

N.B .If photography of children is to be used specifically for advertising, promotional material or websites, it is a requirement that parental permission is obtained using a simple release form.

It's worthwhile considering booking a photographer (if your budget permits) to record your event, for circulation of prints to the national and local media, and for use in future promotional literature and/or other publications. If you know a friend or Branch member good at photography that can assist, even better.

In general, national media usually only print photos taken by their own photographers - for this reason, if you feel the event is suitable and provides genuine appropriate photo opportunities, you could include the photo editors of the national media on your mailing list.

You can also commission a photography company to cover the event and to circulate prints to national, local and international media, as well as specialist magazines as appropriate. If you want circulation on the day to the print media, you may have to use one of the major photography companies, which have the required studio facilities to provide a same day processing/distribution service. This will also depend on your available budget.

You may well be part of an event that has other sponsorship, e.g. a County Council or Waterways Ireland may have a photographer invited to an event. They will usually let you also use the photographs.

Sometimes a small fee is requested from the photographer for reprints for you. It is worth paying for this service even if the photographs are for your branch archives only. Always, always credit the photographer, particularly if they are professionally engaged.

Importantly, never, ever re-use a professionally taken photograph on a different media than originally agreed with the photographer, without their prior permission. So don't take their image that you purchased for your branch archives, and send it round as publicity material without the agreement of the professional photographer.

Digital camera photos.

Digital cameras set their resolution in pixels per inch (ppi). So how many pixels does it take to make a great print? You need enough pixels to create a sharp, vivid picture.

Think of your eventual image print size.

More pixels will not necessarily make for better prints. Using higher pixel than required in your digital photos may not help image clarity. Printers do a very good job of scaling lower resolution images up; they can't scale down very well at all. They get overwhelmed by very high resolution pictures, with images too high a ppi resolution mixed with low lines per inch of newspaper printing processes and your images may have too much contrast, a hard sharpness and jagged edges.

Print Size	Good Results (200 ppi)	Excellent Results (300 ppi)
4 by 6 inches	800 by 1200 pixels (approx 1 mega pixels)	1200 by 1800 pixels (approx 2 mega pixels)
5 by 7 inches	1000 by 1400 pixels (approx 1.5 mega pixels)	1500 by 2100 pixels (approx 3 mega pixels)
8 by 10 inches	1600 by 2000 pixels (approx 3 mega pixels)	2400 by 3000 pixels (approx 7 mega pixels)
11 by 14 inches	2200 by 2800 pixels (approx 6 mega pixels)	3300 by 4200 pixels (approx 14 mega pixels)
16 by 20 inches	3200 by 4000 pixels (approx 13 mega pixels)	4800 by 6000 pixels (approx 29 mega pixels)

Scanning photos to email to newspapers/magazines:

Photos can be also be scanned and emailed electronically for printing in newspapers or magazines. There are issues to be aware of here. The resolution of how the photo is scanned and the resolution of how it is printed. It is scanned at a dots per inch (dpi) and printed in resolution of lines per inch (lpi)

The rule of thumb is $\text{dpi} = (\text{lpi} \times 1.5) \times (\text{printed image width}/\text{original photo width})$

That is the obligatory formula for prepress. Lpi is lines per inch, used to create screens for commercial ink press printing. 1.5 is a minimum, and often we see it as (lpi x 2.0) as the upper limit for commercial requirements. 2.0 is the upper limit of usefulness, not a goal. There is not point in emailing photos of a higher resolution.

Magazines 133/150 lpi - scale to 225 to 300 dpi.

Newspapers 85/100 lpi - scale to 150 to 200 dpi

However, editors do often ask for 300 dpi (the theory being that it is better to have too many pixels than too few). If scanning for an image better to create a screen for magazine publication, the lpi formula above is very valid.

Both digital and scanned photos as above, need captions and clear identification as to which article/news release they belong to when sending them to the publisher of your news media.

Hard copy photos:

Hard copy photos should be captioned on the reverse including: the name of your news/release or article, the name of the photographers and contact info for insertion.

Often the photos will not be returned to you so you should keep copies if they are important images.

6.4 Final checklist for the news release

Now that you have your news release and photography planned, a final check-list can be useful.

Ten Do's for IWAI news releases:

1. Name of News Release
2. IWAI official logo
3. Date of official launch/Venue of launch
4. The reason for marking the occasion
5. How it is going to be launched
6. Background of the group
7. The structure of the group-Chairman etc/How and why the group was formed, date of formation
8. What the group has achieved to date
9. How it works with community groups/activities
10. Where its vision lies/Why it is important to get the media's attention

As separate attachments email to the journalist the following: Photos, IWAI Graphics/maps

TEN DON'TS for IWAI news releases:

1. Don't type your press release in capital letters
2. Don't type you press release in italics
3. Don't type your press release on both sides of a page
4. Don't fail to proof-read your release - or better still, have it proof read by someone else
5. Don't use clichés
6. Don't use padding ('with regard to' 'in the context of')
7. Don't send it late (some provincial papers might stop taking copy much earlier in the week than you might think - check with them.)
8. Don't send it to the wrong person - or to the right person with their name misspelled
9. Don't use bold type to emphasise points
10. Don't open quotation marks and forget to close them

7. Plan the PR for the actual event

You also need to plan the PR for the actual event. It will often be the case that last minute phoning the local newspaper might get you a slot of exposure, but you will get a lot more credibility and publicity over the long term if you get slightly more organised. If you treat your news as important, you have a better chance that the news and media platforms will do the same thing. So, for the first few events have a plan.

For example a St Patrick's Day Event

Feb	Mar	Apr:
Plan news release Organise photography Confirm PR contacts names Find out deadline dates Collate emails of PR contacts Arrange logos Send news release to IWAI PRO	Week One: Send off all your emails, photography, etc. Maybe a few days' later phone or email again to ask if there is anything further you need to provide. Week Two: Watch out for your news release in the local press. Relax and prep your own participation in the rally/event/launch with no worries on PR Week Three: Thank Media outlets for coverage and assistance given	Record the PR coverage, advise members of achievements and note any lessons learned for future Officers.

The above might seem too organised but it is perhaps preferable to a phone call to one local outlet on the 16th of March, asking for coverage on the 17th! Sorry but you will be very lucky to get good publicity. With practice you are probably talking about a couple of hours every few weeks as the time input to good PR.

Forward planning for the news release is important. For instance local and regional newspapers are often published mid-week, with a deadline for editorial copy of the Friday beforehand. Local parish newsletters often have a deadline of mid-week in time for their print run, to be ready by the weekend. Broader publications often have longer lead in times for specialist articles, for instance, a weekend supplement of a national newspaper may actually be planned weeks in advance of the print date. You should get to know the general pattern of the news channels that are important to your PR campaign.

It is very important to try and give as much notice possible to local photographers as well. They may have a few events to cover, so be sure they can plan to get to your function.

In light of the above, it is also no harm to request on the spot publicity regarding the event/launch etc. If you have not received the coverage anticipated from your previous news release, a day before or on the day, a quick news release can function as a reminder and you may get contact back from the media platform as to how they can cover your event retrospectively. The press release should be re-faxed or emailed to all daily, weekend and local papers, and radio/TV as appropriate, and you're other chosen media channels, two days before and on the morning of the launch

Another good method is to ring in a request on radio shows for *so and so* who are currently enjoying the Inland Waterways Association of Ireland Boyne clean up work party at wherever it is.

Embargo Situations:

You may or may not choose to include the date of the release and mark it "For Immediate Publication" or "Embargo: time and date", the second is appropriate if you are providing a long lead in time to your event, and may help engage curiosity from the reporter and help them plan coverage.

In the upper left hand corner of your press release, you put an indicator to the recipient stating when it can be used.

For example, if you were releasing a major report, you might send it to a journalist on Tuesday 1st, but embargo it for Thursday the 3rd. That would give the journalist sufficient time to read through the report, master the detail and write a story, while ensuring the story did not appear until Thursday.

By contrast, it might suit you to distribute a press release in the morning, but in order to ensure that the evening paper does not use it; you might put, in the upper hand corner: **Embargo until 9 p.m. Thursday 3rd**

You put the date of the release along the line "For Immediate Release", bearing in mind that a press release might go missing and be retrieved later. If the news staff don't know when it arrived "For immediate release" is meaningless, whereas...

For Immediate Release Friday, 3rd April, 2010 ...makes perfect sense

Be warned however, newspapers have been known to break embargos. If you have a story that must be kept secret until a particular day, you may be better advised not to send it out in advance under an embargo, but keep it safe until the last moment.

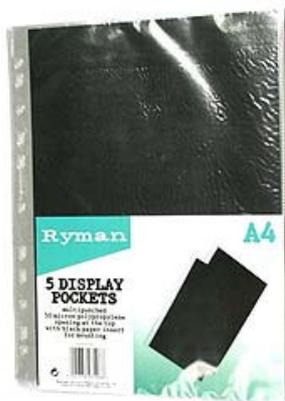
8. Following up on the news release & archiving

This is an important task. It will have benefits for your branch, for Council, for the Executive and will over time build a record of IWAI exposure that you have helped develop.

The simplest thing is to collect press cuttings from the local papers. A file system such as a folder with see through pockets is very simple to purchase in the local stationary shop. Each press cutting should be dated and referenced with the newspaper and the page on which it appears in the newspaper. For other items such as broadcasts on local radio a copy of the interview can usually be obtained at minimal cost. Alternatively even a note in your local PR archive (maybe with the logo or comp slip of the radio station) can be used to record the fact that the interview took place, what the subject matter was and who participated.

The best thing is to get the info while it is fresh. Leaving it only a week or two to collect press releases can make it much harder to source the info. Having a folder and filing system ready to use is also handy.

Also you could scan the article and place it on the branch website under PR; this widens its audience and also ensure a digital copy will be preserved over time.



Long term archiving of your PR material is a good idea. For A4 folder display, the use of plastic pockets (left) will help preserve the newspaper cutting. Don't forget to include name of paper, date, and page number somewhere on the cutting.

Alternatively, you might decide to invest in a sturdier system and purchase an artists portfolio case for longer term use. These are available in various sizes from art shops and office material supply stores. They can be very useful for mixing archived material such as poster, news releases, photos, invitations, etc and keeping an ongoing large story book - updated every so often - of branch events for current and future reference.

Also it's a good idea to bring these to branch meetings to allow new and existing members get a feel for what's going on.

9. References:

http://businessnetwork.smh.com.au/verve/resources/ONL_67.pdf 4 page PDF

http://www.gcu.gov.au/code/pdf/how_to/public_relations.doc 24 page word doc

http://www.educatetogether.ie/5_schools/publicrelations.html download

<http://www.squidoo.com/communitypr/>

<http://www.pcworld.com/zoom?id=115656&page=1&type=table&zoomldx=1#>

<http://www.dickblick.com/categories/portfolios/#portfolios>

10. Suggested PR contacts for your branch (for completion).

Media type	Publication/ station name	Contact name	Contact phone number	Contact email address	Deadlines

Appendices:

Example of a news release in need of improvement

THE RIVER THAT FLOW THROUGH ALL OUR LAND IS A WONDERFUL RESOURCE. THE ABCIWAIBRANCH ARE DELIGHTED TO BE INVOLVED IN HELPING MAKE THE MOST OF THE XYZ RIVER. WE WOULD LIKE TO THANK ALL THE GROUPS WHO HAVE HELPED US MAKE THE MOST OF THIS WONDERFUL AMENITY IN OUR AREA.

OUR GROUP ARE INVOLVED IN PROMOTING THE INVOLVMENT OF VOLUNTEERS IN THE DEVELOPMENT OF THE WATERWAYS WITH LOTS OF ACTIVITIES ON OFFER.

The first is that the group is involved in this type of thing for the last 15 years. When we started all that time ago there were only 15 of us now there are over 200.

The next item of interest is our very accessible meetings. We have an interesting agenda and give everyone a job for the next meeting, thus inviting participation.

We have a link to the next club along the river and we do some activities with them as well. We also call for the re-opening of the old lock house that could be a great tourist attraction and what a wonderful amenity that would make in this area. If it is the case that you are interested as well then give us a call.

We are also planning to have a walk over the next few months. We will let you know in the local press and radio where it will be held and what it will cover in terms of route, mileage etc.

No clear title, bad use of capital letters, sentence too

Mis-spellings.

Bad use of 'bold' text, unclear info,

Unclear contact point. too mixed

No clear name of person

If you have any ideas for the development of the waterways then let us know and we will be very good about bringing them to our committee and discussing them and hopefully we will be in a position to take on board what you have suggested.

The last issue is the forthcoming cruise in company next Saturday week from the local jetty up the XYZ river to the old house at the top of it. Bring your long spades as we may have to get some of those old branches out of the way.

For further information there are lots of methodologies in which you can contact us. L Smith is available on 023 35677, and he will be there from 9pm Tuesday - Friday. A mobile number can be used at the weekends and that number is 087 1234567, but you can also text to that number too. Email will be answered on a regular basis and the best email within our group is info@abciwaigroup.co.uk and we will try and get back to you as soon as possible with your queries.

From:

The Committee of abciwaigroup.

Thanks you for your interest.

Example of a better layout and use of the points included in this document.

Inland Waterways Association of Ireland (IWAI) - XYZ Branch 
PRO Contact ABC Person Ph 1234567 <http://www.iwai.ie>

Good title block including logo, contact

Carrick IWAI will attempt to reach the Rynn Castle Hotel by water!

Attention grabbing title!

The development of the inland waterways of Ireland is the corner stone on which the Inland Waterways Association of Ireland (IWAI) was founded 100 years ago. Much of the main navigation has now been re-opened by many, providing jobs, tourism and welcome boost to the local economies. Yet there are still some untapped and remote back waterways that offer navigation and local economic potential.

1.5 line spacing, succinct paragraphs.

The Rynn River to Lough Rynn Castle Hotel is one such waterway. On the June back holiday weekend members of the Carrick-on-Smyth branch will attempt to navigate the Rynn waterway to reach the Rynn Castle Hotel. The river is outside the main navigational jurisdiction of Waterways Ireland the cross border agency charged with development of the inland waterways of Ireland. The water levels are low, the navigation is unmarked and there are many rail bridges with restricted air drafts, fallen trees and other obstacles that require the skills of the most seasoned boaters.

Simple words, good explanations.

Use of "quotes" to show personal input.

Members of the branch under the charge of the Commodore Margaret Murphy will attempt the navigation in small inflatable ribs. Commodore Murphy comments "we expect the trip to take several hours from Carrick to the Castle Hotel" She said "To reach the Castle hotel will be a momentous undertaking and will be marked by a small reception on the lawn of the hotel hosted by the Rynn River Waterway Development Committee"

Clear finish, good lead in to next news release

While this will be one attempt to navigate this waterway with small boats it will serve to highlight the potential of this particular waterway and indeed the obstacles, which are many for its development. However, from the Carrick-on-Shannon IWAI branch perspective all things grow from humble beginnings and we will do our part to promote its development to a full navigation.

Contact name here

Officers Position

END