



PRESS RELATIONS

STANDARDS OF PRESS RELATIONS

In order to raise the profile of international youth work in the public's eye, the ewoca³ and ewoca³(+) – for everyone! programmes rely on intensive press relations work. For questions and support related to press relations, you can contact Rolf van Raden (ewoca-presse@ibb-d.de).

Important: It is part of the funding conditions that all three project partners work on public relations. This is relevant not just in the year you host a camp. Also when you are travelling abroad with youths you are asked to introduce your project to the local media at home.

A schedule of events, at which you can contact the press, follows:

- **Until 14 days before your departure / the start of the camp:** Get to know local journalists, tell them about the project, solicit their reporting, write down names, email-addresses and telephone numbers of journalists and ask them if they need interview partners
- **Departure / Camp opening:** Send out press informations (including photographs)
- **Special Camp activities:** Are there any camp activities where it seems a good idea to send out a press release or invite reporters?
- **Visits by politicians / interesting guests** are also a good occasion to invite reporters or send out a press release
- **Final presentation:** Press release and possibly invitation of journalists
- **Return from abroad:** A good occasion for press informations with vivid reports and quotations by participants and photographs
- **Follow-up meeting:** The youths can report what they have achieved

Note for ewoca³ project partners:

Please use the logos of the Department for Family, Children, Youth, Culture and Sport of the Federal State of North Rhine-Westphalia, of Stiftung Mercator and of IBB e.V. in conjunction with the following sentence on your website, in press releases and all other publications related to ewoca³:

[Project name] is supported by ewoca³, a project of IBB e.V., funded by the Federal State of North Rhine-Westphalia and Stiftung Mercator.

You can find the logos of the supporters, of IBB, and the ewoca³ logo on the homepage under „Downloads“. There a number of different formats are available to download.

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Note for ewoca³(+) project partners:

Please use the logos of the Innovation Fund, of the Ministry of Family Affairs, Senior Citizens, Women and Youth and of IBB e.V. in conjunction with the following sentence on your website, in press releases and all other publications related to ewoca³:

[Project name] is supported by ewoca³(+) – for everyone!, a project of IBB e.V., realised with funds from the Innovation Fund within the Federal Government’s Children and Youth Plan.

You can find the logos of the supporters, of IBB, and the ewoca³(+) logo on the homepage under „Downloads“. There a number of different formats are available to download.

Note for all partners: For publications related to ewoca³ and ewoca³(+), IBB can request information and reports on the workcamps, and on the partners, as well as photographs.

STRUCTURE OF A PRESS RELEASE – HOW IS IT DONE?

- Perfect length of a press release: One page (300 words). Additional background information can be attached separately.
- Do not forget to add the name, telephone number and email address of a contact person. The best press release is useless if journalists can not contact you for further information.
- The actual newsworthy event has to be covered at the very beginning of the press release. The question of who did what, when, where, how and why has to be answered within the first paragraph.
- Journalists delete from the end, the most important information should thus be found at the very top. This also means: Do not report chronologically, but begin by stating the most important information. The background can be explained later (it is called background after all).
- Do not praise yourself, do not use superlatives or empty phrases, do not write advertisements. It is important for the text to be written in a style appropriate for news.
- Quotations are very important. For their articles, journalists need people and crisp statements. Whenever possible quote the organisers or participants in your press releases. In contrast to the more neutral style of the press release the quotations can be more subjective and emotional (joy, enthusiasm, excitement, exhaustion, stress, satisfaction, etc.)
- Do not use the passive voice, it sounds cumbersome and less dynamic.
- Avoid redundant information. Empty phrases and repetitions are useless to the journalists.
- Do not use nested sentences, avoid technical terms, and never use abbreviations without explaining them.
- Use a lot of verbs. The press releases become much easier to read.

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HOW JOURNALISTS WRITE

Journalists work according to specific formal standards. If you use these standards yourself, you make it easier for the editors and thus increase the chances of your press release to be printed.

Write instead of:

Mister Smith	→	Thomas Smith
today	→	on Wednesday
km	→	kilometre
Even though it is the case, that	→	although
Within the duration of	→	during
At this point in time	→	now
St.	→	street
yesterday	→	on Tuesday
%	→	per cent
e.g.	→	for example, as an example
12	→	twelve (then: 13, 14, ...)

WORKING WITH PICTURES

A press release is not just a good text. Pictures give your message further value or even may be a message for themselves. Pictures can visualise facts, but also arouse emotions in a very special way. Photos create a higher visual „readability“ and connect information and emotion. Text and image are more effective together. And as newspapers have to save money everywhere, a photograph that is both good and free to use can lead to your article getting better placement.

IMAGE CAPTION

Without a fitting caption, the motive loses much of its value. The caption needs to capture what is shown both concisely and precisely. An additional, more extensive caption, that is a description of the image (about 40 words, who, what, how, where, why, persons from left to right, possibly reproduction rights), from which editors can then create their own caption, can be useful. Especially important: Before you use photographs, always make sure you have the necessary rights. Did all persons depicted consent to the publication? Did the photograph approve your using his or her picture?

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PHOTOS:

Offer a selection of images. Pictures in both portrait and landscape orientation make designers happy, another factor that may help you getting published. Digital photographs should be made available as high resolution JPG files, ideally in the native resolution of the camera. Resized photographs normally can not be used for printing.

Attention: Photos that have been downloaded for example from Facebook have a much lower quality and resolution. Please always use photos in the original camera resolution.

INTERNET

ewoca³ and ewoca³(+) use the address www.ewoca.org for its internet presence. Partners should report about their projects on the *ewoca³ Live!* Blog. However, they can present their projects on their own homepages additionally and publish their press releases there.

DO NOT FORGET:

- After sending out the press release: Be available at the contact channels you provided (telephone number, email)
- Please send all press releases via email to ewoca-presse@ibb-d.de as soon as possible
- Monitor the Media about any publications concerning your project. Please send publications or (links to the publications) to ewoca-presse@ibb-d.de
- Attach your press releases and information about publications to the final project report on your workcamp
- Whenever you are in contact with the press, note down the name, email address and possibly telephone number of the journalist. Ask them if they want to receive ewoca³ press informations in the future. If so, please send their contact data via email to ewoca-presse@ibb-d.de

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