

Useful contact numbers:



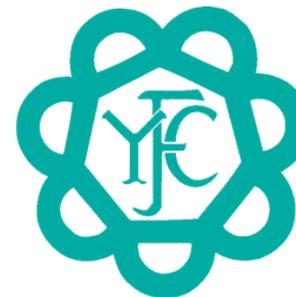
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NATIONAL FEDERATION OF  
YOUNG FARMERS' CLUBS

GUIDELINES FOR  
CLUB PRESS OFFICER

- 1 The Press Officer is responsible for publicising the club's activities and promoting a positive public image.
- 2 Help all members understand the need for a positive club image and encourage them to improve that image wherever possible.
- 3 Establish a press contacts list by contacting your local newspapers, radio stations and television channels.
- 4 Speak to your press contacts, introduce yourself, explain a little about your club, ask what sort of activities they would like to hear about and make a note of their press deadlines and email address.
- 5 Make sure that someone is given the responsibility of taking photographs at each event or invite a photographer to attend.
- 6 Make sure you have the consent of members under 18 years and refer to the Child Protection Policy.
- 7 Keep your press contacts informed about forthcoming events, plus any potential photo opportunities. Once the event has taken place, send them key information and photographs as soon as possible.

- 8 Remember that news is only news if it's new! Ideally, radio stations and television channels will want to know about the event in advance so that they can report it on the day. Daily newspapers will want the information the same or following day and weekly newspapers will want the information before their weekly copy deadline.
- 9 Be aware that the press may not always use your stories. However, if they use nothing, speak to your contacts and ask if there is anything you can do to make the information more usable.
- 10 Liaise with your county office on publicity wherever necessary.
- 11 When writing press releases, you should:
  - a) be clear about what makes your story news and to whom you are targeting it;
  - b) limit your news stories to one per press release – if you have more than one story, write more press releases!
  - c) Ensure that the title is brief and says exactly what the story is about;
  - d) keep it punchy, don't use unnecessary, flowery language and avoid writing more than a single page;

- e) ensure that the press release specifies who, what, why, where, when and how;
  - f) remember that a journalist should be able to cut your news story from any point downwards, so make sure that the most important information comes first;
  - g) include a quote from a named, relevant person as this adds interest, but make sure that the quote is accurate and is approved by the person you have quoted;
  - h) ensure that the press release is accurate, grammatically correct and doesn't contain spelling mistakes;
  - i) always include a contact name and telephone number and make sure that this person will be available to answer any press enquiries in the run up to and immediately after the event.
- 12 Live the values of YFC – fun, learning and achievement.