

Strategic Communications Team

Our vision

Deliver a customer focused, innovative communications service which enables delivery of our council and department priorities.

- Account Leads
- Internal Communications
- Creative Design Team
- Digital Team
- Press and Media Team

Strategic Communications Team


Press and Media Team

To raise awareness and understanding of the work of the council with external audiences, stakeholders and influencers; to manage and enhance the reputation of the council.

- professional press office
- daily media monitoring
- daily contact
- Proactive PR
- Reputation management
- Co-ordination of external media events and photo shoots
- South Gloucestershire News

Strategic Communications Team

News, Press release and articles at South Gloucestershire


South Gloucestershire Council News Release
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Issue Date: 01/12/2017

Night safe campaign launches


During December, we are working with partners including police to help people have a safe and enjoyable night out in Chipping Sodbury and Kingswood.

We will be joining forces with Avon and Somerset Police, Safe and Sound taxi marshal service providers, Pastor volunteer support services, and Chipping Sodbury and Kingswood Pubwatch schemes to help reduce incidents of alcohol-related disorder.

Our night safe campaign aims to:

- * prevent the escalation of low level incidents
- * prevent increased demand on police resources, ambulance service and hospital admissions
- * prevent increased incidents of alcohol, drug related violence, anti-social behaviour
- * reduce the fear of crime.

Cabinet Member for Communities Cllr Heather Goddard said: "In town centres which in turn can lead to negative consequences related to crime, disorder and antisocial behaviour. We are working with partners to promote safety and wellbeing, and to make similar campaigns have been run in previous years which have been well received. Throughout the campaign, we will be working with partners to increase the amount of bottled water and promotional material with key messages to stay safe, and



HOME BUSINESS AND ECONOMY COMMUNITY EDUCATION ENVIRONMENT HEALTH AND WELLBEING SUBSCRIBE

ENVIRONMENT
Residents congratulated for recycling an extra 1,279 tonnes of waste with weekly collections
12th December 2017

NEWSROOM EMAIL
Bromley Heath Viaduct: Left turn at Hambrook lights reinstated

HEALTH AND WELLBEING
Health and care workers encouraged to get flu jab

COMMUNITY
December holiday activities in South Gloucestershire libraries


HOME BUSINESS AND ECONOMY COMMUNITY EDUCATION ENVIRONMENT

HEALTH AND WELLBEING SUBSCRIBE

COMMUNITY
Your Services Your Say

COMMUNITY
Have Your Say: Council launches public consultation on 2018/19 budget
10th November 2017
South Gloucestershire residents, council tax and business rate payers are being invited to have their say on the council's budget and council tax for...

COMMUNITY
Have your say on South Gloucestershire's Ageing Better Plan
10th November 2017
If you live or work in South Gloucestershire we would like to hear your views on the South Gloucestershire Ageing Better Plan. The Ageing Better...

COMMUNITY
Digital war memorial project launches
10th November 2017
Chair of South Gloucestershire Council Cllr Ian Blair joined children from Marshfield CE VC Primary School to launch a new digital war memorial project...

COMMUNITY
Nominations now open for South Gloucestershire Council Chair's Community Awards
10th November 2017

COMMUNITY
Policies, Sites and Places Plan adopted
10th November 2017

COMMUNITY
Major development on Filton Airfield approved
28th October 2017

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Press releases:

A **press release**, **news release**, **media release**, or **press statement** is a written communication that reports specific but brief information about an event, circumstance or other happening. It's typically tied to a business or organization and is provided to media through a variety of means.

Writing a release can help gain valuable PR

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Press releases:

Before you write and issue a press release ask "Is there news value in this story? And, "Does it warrant a release?"

Too often organisations feel obliged to write press releases using material that is not newsworthy. Fact: if the journalist does not consider it newsworthy, it won't get coverage. Your aim is to get coverage and raise awareness among your target audiences.

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Press releases:

Who? Who are the key players

What? What is new?

Why? Why is this important news

Where? Where is this happening

When? What is the timing of this?

How? How did this come about?

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Your audience

The most important thing to think about when writing a press release is the target audience. The angle that will interest the readers of a specialist magazine will be very different to those that read the local newspaper.

Length

The answer is as few paragraphs as you need to get your points across. Avoid waffle and lengthy explanation. Keep the copy as tight as possible. If your release runs to three pages plus, this suggests it's an article rather than a press release.

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Writing style

- The release should take a **factual** tone and be **short** and **concise**.
- A writing style with sentences that are 25 words in length, preferably fewer, helps give your release '**punch**'. You don't need to give lengthy explanations. The release should give the journalist the essence of the story.

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Photo's

- If there is scope to use photography with your story, it's an opportunity worth taking.
- It's advisable to include in your press release, under 'Note to editors', that photos are available on request rather than sending them automatically with your email release.
- If people are included, state "Left to right..." then list the people in the shot and any further detail that's relevant (i.e. where, when, etc).

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Activity

1) Get into groups and begin to think of an event or campaign your museum is going to carry out in the near future?

2) You are going to start writing a release for it. Focus on your event and answer the below:

Who? Who are the key players

What? What is new?

Why? Why is this important news

Where? Where is this happening

When? What is the timing of this?

How? How did this come about?

3) Draft your opening sentence for your release including the above information.

Remember to keep this **short, concise and snappy!**