



THE ROLE OF CLUB PRESS OFFICER

AS CLUB PRESS OFFICER...

You will be responsible for publicising your YFC's activities (both before and after an event) and promoting a positive public image of Young Farmers' Clubs.

It will be up to you to help your members understand the benefits of having a positive public image, which encourages new members to join, sponsors and funders to support club activities and goodwill from the public and local community when organising events and fundraising activities.

YOUR RESPONSIBILITIES INCLUDE:

- Using social media and getting in touch with your local newspapers, radio stations and television channels, finding out who to speak to about potential news stories and creating a list of press contacts. It's a good idea to start following relevant media outlets and reporters on social media and tag them in posts where you want to promote something.
- Introducing yourself to your press contacts, speaking to them, explaining a little about your YFC, asking what type of information they would like to hear about and making a note of their press deadlines. Keep in touch with them on social media and tag them in relevant posts.
- Find out the local contact for your local parish/town magazine or Facebook page. Send them a report on a regular basis as those who read it, will also be within your local community and so it is important they know and understand your club, what it does and how they can help you raise funds by attending your events.
- Studying your local media (including their social media posts), so that you have a good idea of the type of news and stories they use. Checking if they run regular columns or features that you could contribute to with case studies. If they have online versions of the publication, is there the potential for you or your members to write a blog? If they have forums or pages on social networking sites, are there opportunities for you to join discussions on issues relevant to young people in rural areas?
- Using the events diary to keep up to date with what's going on. Keeping your press contacts informed in advance about what your YFC has planned and any upcoming photo opportunities.



- Making sure someone is given the responsibility of taking photographs at your events in case the press photographer doesn't attend. Use your best ones on your social media channels.
- Ensuring members who are under 18 have correctly completed photographic consent forms. Referring to the safeguarding policy wherever necessary.
- Once your event is over, sending information and photographs to your press contacts as quickly as possible – including tagging them in your social media posts about the event. Radio and television will want to know about something in advance, so that they can report it on the day. Daily newspapers will need the information on the same or the following day, and weekly newspapers will want the information before their weekly deadline.
- Liaising with your county office on publicity wherever necessary.
- Writing your press release to contain the following: who, what, why, where, when and how?
- Including a contact name and telephone number on a press release and making sure that person will be available to answer any press enquires before and after an event.

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TOP TIPS FOR YOUR ROLE...

Getting good publicity for your YFC requires you to be fast, accurate, inventive and understand what your local press and media are looking for.

Here are a few things to try:

BE QUICK

News is only news when it's new. Prepare your press release in advance. Arrange for a photographer to get pictures to you as quickly as possible.

PERSONAL TOUCH

Phone your contacts to tell them you have a story, rather than just emailing a press release. You could invite the editor to judge competitions.

BE INVENTIVE

What makes a great picture? A photo showing work on a project is more likely to make it into a newspaper than a cheque presentation

GRAB INTEREST

Include a quote from a named person and make sure it's approved by that person before it's sent to the press. Be brief, be clear and keep it punchy.



QUALITY COUNTS

Photographs need to be high resolution and colour. Make sure a press release is accurate and doesn't have any spelling mistakes or grammatical errors.

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