

Press Release Guide

GIVING TO GHANA



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twenty-one-year-old Louise Lackie from Balerno has completed a ten-week stint working alongside volunteers from Ghana as part of the government funded development programme, International Citizen Service (ICS). Louise worked on project run by the development charity, International Service, with the aim of creating equal opportunities and access to human rights for persons with disabilities. ICS allows young people aged 18-25 to contribute to long-term development projects in one of 28 developing countries. The scheme offers young people the chance to develop personally and learn about team working and leadership on projects that are of genuine value to communities around the world.

Louise (pictured, above – top row, centre) said: “In my community, we worked alongside disabled locals, raising awareness in schools and on the radio of rights of persons with disabilities. It can be very difficult living with a disability in Ghana due to heavy stigmatisation; most beggars on the streets have a disability and it is often believed by the locals to be a curse.

“We worked hard to try to reduce these beliefs and encourage people to help those with disabilities instead of punishing them. My ICS placement was an eye-opening experience, and gave me valuable skills I can use for further personal development, such as public speaking, team co-operation and project planning.”

“It can be difficult living with disability in Ghana due to stigmatisation.”

Brian Rockliffe, Director of ICS, said: “We’re passionate about investing in young people, our future leaders, and using their energy to tackle poverty.”

The Door Depot
UP & OVER DOORS
ROLLER SHUTTERS

MURRAYFIELD CA
INTERIOR
3-4 WESTERN CORNER, MURRAY

The media is a free and powerful platform to increase awareness of the work we do.

Who you are, the ICS scheme and what you've been doing to make a difference to people's lives all makes a brilliant 'human interest' story. But to get journalists and editors interested you need a 'hook'. The 'local lad/lass done good' notion is usually a strong selling point.



Key things to remember:

1. WRITE ABOUT YOURSELF IN THE THIRD PERSON
2. KEEP IT CONCISE AND SIMPLE—1 A4 SIDE MAXIMUM
3. DON'T USE JARGON
4. INCLUDE A QUOTE
5. DON'T FORGET YOUR NAME & CONTACT NUMBER



How to contact your local media:



Call them after a day or two! This might seem scary, but news desks love to hear new stories.



Draft your press release, you can use our press release template for guidance.



Read it out loud... does it flow? Is the story interesting?



Find your local newspaper, who can you contact? If you're phoning, ask for the news desk email address.



Copy and paste your release into the email, and send!





(Insert date e.g. 1 January 2016)
For immediate release

(Your Name) uses (The country you volunteered in) volunteering experience to help (Your Home Town) community

A (insert town/city where you are from) (insert profession or man/woman) is (insert Action at Home activity) after returning from working on a project tackling poverty in (insert country your placement was in).

(Insert full name), (insert age – e.g. 20-year-old), worked alongside volunteers from (insert country) for (insert number of weeks/months of placement), as part of the government funded development programme, International Citizen Service (ICS).

(Insert forename) worked on a project run by the development charity, International Service, which works with overseas partner organisations to support marginalised groups including women, children and people with disabilities. Their projects range from supporting female artisans in Ghana to earn a fair wage, to using sports to reduce stigma surrounding people with disabilities in Burkina Faso, to giving Palestinian women access to legal support.

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(Insert forename) is now using his/her/their experience overseas to (give additional detail about Action at Home activity aims). This 'Action at Home' project is a key part of ICS and means UK and overseas communities benefit from the skills that volunteers gain while working in developing countries. Volunteers are encouraged to use their Action at Home to raise awareness about their overseas work and increase understanding of global development issues, or support a project in their home community.

(Insert first name) said: "It was really challenging but rewarding work in (insert country your placement was in) and now I'm back at home, I feel so inspired and motivated by the people I lived and worked with. My (reference Action at Home activity) is just the first step to me becoming more active in my community and hopefully making a positive change in the world. I'm keen to get involved in (more volunteering opportunities doing.... encouraging more people to do ICS/development work), and apply my new skills."

(Or of course, you can write your own quote!)

To find out more about ICS or to apply, visit www.ics-uk.org.uk or call 0208 780 7400.