Congratulations!

You have just won or been ‘highly commended’ in the *Shine a Light Awards 2012*. It’s something to be very proud of and we want to help you shout about your success.

Being a winner or ‘highly commended’ could help you to raise the profile of your school, nursery or team in your local community and beyond. It could help you promote your successes and policies if you are a Local Authority or Primary Care Trust.

It can also help you to raise awareness of the vital importance of communication and in particular the issues affecting children and young people with speech, language and communication needs (SLCN) and their families.

The *Shine a Light Awards* were a flagship initiative of the *Hello* campaign, the national year of communication in 2011, and are aimed at rewarding and celebrating good practice in supporting children and young people’s speech, language and communication development. By talking publically about your great work you will directly support our efforts to raise awareness of ‘typical’ communication development, how to support children and young people if they are struggling and where to go for help and further support.

**The Communication Trust PR efforts**

- Lynne from The Communication Trust’s Press and PR team will be actively promoting the winners stories to national, local and regional media, trade publications and through internal communications.

- Winners’ press releases will be sent to the media in their local area on Thursday and Friday, to tie in closely with the Shine a Light ceremony. Lynne will have shown you a copy of the release after the ceremony. If you have any concerns or queries, please contact Lynne on 020 7843 2564 or lmilford@thecommunicationtrust.org.uk

- A copy of the press release can also be emailed to you and you can use it for your own communications to help spread the word. If you require photographs, please contact Lynne by email letting her know if there is a specific picture you would like. Winners’ photographs should be available on Thursday morning, and highly commended pictures later.

- This toolkit has been developed to support you all, but it will be particularly useful for you if you have been ‘Highly Commended’. It will give you the tools you need to actively promote your success using our template press release and advice.

- If you want more support in this area, you can email Lynne lmilford@thecommunicationtrust.org.uk or call 020 7843 2564.
• Pearson Assessment, our sponsors, will be actively promoting the winners of the *Shine a Light Awards*. If you want additional quotes or information from them, contact The Communication Trust press office in the first instance.

**What is the local media interested in?**

When actively promoting your success at the *Shine a Light Awards 2012*, you need to make sure that the media you approach is local to you. Check what geographical area your local radio station, television station or newspaper covers.

**How to catch – and hold – their attention**

Journalists like stories which are interesting and newsworthy. So, the *Shine a Light Awards* and your success have all the great ingredients of a good news story or even a wider feature. Things to ask yourself include;

• Why would local people be interested in your story? This is very important for local media.

• Can you provide a good photo opportunity? This can be the difference between getting a couple of paragraphs in the local paper and getting a much bigger story.

• Make sure you have parents’ permission if your picture will include children and young people.

• Can you provide a named person to comment/ provide a quote? You can add a quote into the template press release you have been provided in Appendix A.

• Case studies – local journalists love case studies. It’s an excellent way to show off what you did to win the award. Choose someone who embodies the point you are trying to get across and is happy to be interviewed, photographed and give their details such as name, their age and where they’re from (usually just the town or area of the town).

• When you call a journalist, make sure you have all the information you need to hand and stick to the point. They are busy people but they need stories – if you provide a good story in an organised, efficient way you will be their friend for life.

• Make sure your press release or information to the journalist includes a further information section with your contact numbers and a relevant website (if you have one).
• In the template press release, we have given you links to The Communication Trust’s website to signpost to if families and professionals want more information about the awards, or about supporting children and young people’s communication.

• After the story has appeared, always, always contact the journalist to say thank you. Local journalists really appreciate an email or a card thanking them for the story. This doesn’t happen often and will make you stand out. If you are really impressed with the journalist, contact their editor and let them know as well.

It is important to remember that journalists often work to incredibly tight deadlines and get sent a lot of information. You must make your story stand out from the crowd.

Other top tips

• Once you have written your own press release or added your sections into the template press release, get someone to check it for you before you send it out. It’s easy to make typos or spelling mistakes and these should be avoided.

• If you quote someone in the release, make sure they are happy with what is being said in their name.

• Think about who else you might need to run the press release by. For example, if you work for a local authority or primary care trust, they may have a press team you should contact. They would be interested to hear about your success at Shine a Light and will be able to actively support you with the press release and the best contacts to send it to. They may even want to do this on your behalf. It is always worth spending some time understanding the protocol before you send anything out to the media.

• Remember to let The Communication Trust's PR team know what you have done and send them a copy of your press release and any media coverage you receive – send it to lmilford@thecommunicationtrust.org.uk

• Although a press release is ideal, if you are short on time send an email, but make sure you have all the relevant information expressed in a clear way. Journalists like it when you get to the point.
The power of pictures

Local papers love pictures. It puts things into context and puts faces to the names. Here are 8 top tips on how to create a photo opportunity

1. It is always best to allow them to send a photographer along because that way you get a good-quality picture, which the newspaper is much more likely to use.

2. Try to be as accommodating as possible with press photographers. They often have busy days, spending hours out of the office ‘on the road’ and can sometimes be held up at previous jobs.

3. Try and allow a period of time – say between 2-3pm – when people will be available for pictures. That way those being photographed won’t get annoyed if the photographer is delayed. Make sure the photographer has a mobile number for the organiser so they can contact you if there are any problems.

4. As a back-up, have someone with a good digital camera who can take a picture, in case it has to be cancelled at the last minute. Alternatively, if your photographer is good, you may wish to offer this to the newspaper instead of them sending their own photographer.

5. If you do plan to send your own photograph, look at the pictures the paper usually uses or the visuals being included on television news programmes. This will give you an idea of what they want. Keep the pictures clear, uncluttered and staged. Think about the background and also any branding you might like to include.

6. If you are going to send pictures to the press, check what type of image they use and what resolution. Usually 1MB is fine, in jpeg format and around 300 dpi (dots per inch).

7. Also make sure that you include caption information – identify people left to right, check spellings of names. If they are unusual spellings, make sure you let the journalist know they are correct so they do not have to call to check.

8. Remember The Communication Trust had their own photographer at the Shine a Light Awards. Pictures will have been sent over but if you need more or in a different format, email lmilford@thecommunicationtrust.org.uk
Sharing information with your team and colleagues

Another good way to promote your *Shine a Light* success is through internal channels within your own organisation. There may be a newsletter or a blog you could write a short article for to share your information. Your organisation may also have a Facebook page or Twitter feed, which they can use to promote your story.

Writing this kind of article could be done in several ways:

- As a straight news story – include a quote from a named person and keep it short, sweet and factual.
- As a feature – talk about the awards but also include information about the wider speech, language and communication issue and the future of your project.
- As a first person piece – describe your experience of attending the awards, what was it like going on stage, how did it feel when your name was called out.

We would also be interested in featuring your stories on our own blog [http://www.thecommunicationtrust.blogspot.com/](http://www.thecommunicationtrust.blogspot.com/) Contact Lynne by email for more information about how to get your story uploaded.

**Text for newsletters and blogs**

Below is a sample text – for a speech and language therapy team - which you could adapt and submit to your newsletter or blog:

“The Speech and Language Therapy team has been named Team of the Year in a national award scheme, aimed at promoting good communication practice.

The team, headed by XX, attended a glittering award ceremony in London to receive their *Shine a Light* award. It was given by The Communication Trust, a consortium of almost 50 leading voluntary sector organisations, and Pearson Assessment. The *Shine a Light Awards* began during the *Hello* campaign, the national year of communication in 2011, which was led by The Communication Trust. The awards are a way to share and reward good practice in supporting children and young people’s speech, language and communication development, particularly those with SLCN.

XX, from the team, said: “XXXXXXXXX”

For more information about the winners, visit [www.thecommunicationtrust.org.uk](http://www.thecommunicationtrust.org.uk)"
Social media – get involved

We have been ‘live’ tweeting throughout the award ceremony using the hash tag #SAL2012. Get involved with the action – tell your followers about your win and use the hash tag as well. We have also been uploading our Facebook page with updates from the awards. The official press release will be available from 6pm on Wednesday 21st November in the Press and Media section http://www.thecommunicationtrust.org.uk/about-the-trust/what-do-we-do/press-and-media.aspx

On Thursday 22nd November, case studies of all the Shine a Light winners will also be available on the site. They can be accessed through the link http://www.thecommunicationtrust.org.uk/latest-news/

Make sure you bookmark the link and keep checking back. We will be promoting the winners and their case studies on our Facebook, Twitter and blog.

Ideas for Twitter

Here are a few suggestions for tweeting:

- Follow our @Comm_nTrust Twitter feed; we’ll retweet your award-related tweets. You can also ‘like’ our Facebook page www.facebook.com/communicationtrust

- Also follow the tweets of our sponsor Pearson at @PsychCorpUK or visit and ‘like’ their Facebook page www.facebook.com/psychcorpuk

- Suggested tweets:

- Here’s a pic of our team celebrating – we picked up the XX Award at the @Comm_nTrust award show <twitpic link> #SAL2012

- Our XX team has just won XX award at #SAL2012 : to find out more visit our website <include shortened link to your own website>

- We were highly commended in the XX category at the Shine a Light Awards for @Comm_nTrust – read our story here <shortened web link> #SAL2012

- Check out the work of our award-winning X (for example speech and language team’) <weblink> #SAL2012

- We've had a fab time at the Shine a Light awards. Big thanks to @PsychCorpUK and @Comm_nTrust for hosting #SAL2012

- We've been raising awareness of good communication, now we’re highly commended at Shine a Light awards! Thanks to host @PsychCorpUK #SAL2012
• Want to see pictures from @Comm_nTrust Shine a Light Awards? ‘Like’ their Facebook page! www.facebook.com/#!/Hellocampaign

Remember tweets are only 140 characters and this includes web links. The best way to make good use of tweeting space is to use link shortening, which you can do via the website https://bitly.com, or http://ow.ly/url/shorten-url which allows more characters for your message.

You can also:

• Tweet if you get any media coverage about your successes

• Tweet the link to your case study on The Communication Trust’s website www.thecommunicationtrust.org.uk

Make sure you @ us in your tweets or use #SAL2012 so we see your messages.

Information for Facebook users

Using Facebook is a good way of connecting with your close followers and providing more information in your post. Here are a few suggestions of posts – feel free to adapt them to your needs:

“Our team is celebrating after we were named as XXXXXXX at the Shine a Light Awards, run by The Communication Trust, sponsored by Pearson Assessment. The awards were designed to honour teams and projects which provide best practice in supporting children and young people with SLCN. Visit our website to hear more about our experience <include a link to your website>”

“Here are some pictures of us collecting our award from TV and radio presenter Paul Ross. We won the XX category at the Shine a Light Awards, organised by The Communication Trust and Pearson Assessment. We had a wonderful time <post pictures on the page>”

“We were highly commended in the XX category by judges at the Shine a Light Awards. Many thanks to The Communication Trust and Pearson Assessment for organising the awards. To read more about our story and see pictures please visit our website <include your weblink here>”.

Other Facebook tips:

• Make sure you ‘like’ our page www.facebook.com/communicationtrust to keep up-to-date with our latest news and events

• We will be posting photographs there and links to winners’ case studies, which you can share with your friends
• If you have any good photographs from the event, let us know and we’ll link to them as well.

For more information

If you need any help or advice on contacting the media, please contact:

Lynne Milford, Press & PR Officer, The Communication Trust
Phone: 0207 843 2564
Email: lmilford@thecommunicationtrust.org.uk
Appendix A – Highly commended press release template

Press release - xx.xx.xx

X PRAISED FOR THEIR WORK SUPPORTING CHILDREN / YOUNG PEOPLE’S (DELETE AS APPROPRIATE) COMMUNICATION

X (Insert name) in X (insert area) has been praised for their work supporting children / young people’s (delete as appropriate) communication development / with speech, language and communication needs (delete as appropriate) in the Shine a Light Awards 2012.

Run by The Communication Trust and Pearson Assessment, the Shine a Light Awards were designed to honour individuals, teams, projects, communication friendly settings and communities that have demonstrated excellence in supporting the needs of all children and young people’s communication, including those with speech, language and communication needs (SLCN). At the awards ceremony on Wednesday 21st November, hosted by radio and TV personality Paul Ross, X (insert name) was highly commended in the X (insert award category).

X (insert name), X (job title), said: “Insert your quote. It is wonderful news to be highly commended for our work in the Shine a Light awards. We are really proud of our achievements including (insert details of what you have done).”

Anne Fox, director of The Communication Trust, said: "Well done to XX (insert your name) for being highly commended at these awards. It was an extremely tough competition this year, which made judging very difficult, and to be honoured in this way is a great credit. We will be sharing their examples of good practice to encourage others to follow in their footsteps and do their best for children with speech, language and communication needs."

Chris Hall, from Pearson Assessment, said: "This year we have seen some exceptional work being carried out across the UK which has made a quantifiable difference to children with SLCN. Our highly commended finalist should be extremely proud of the best practice they have shared with us and other practitioners. We hope these examples continue to lead the way forward in 2013.”

The awards first took place during the Hello campaign, the national year of communication run by the Trust in 2011, to make children and young people’s communication development a priority in homes, nurseries and schools across the country.

To find out more about the winners and runners up of Shine a Light, visit www.thecommunicationtrust.org.uk

- Ends -
For information on Shine a Light and for interview request, please contact (insert your contact details here)
Alternatively contact Lynne Milford, Press and PR Officer for The Communication Trust on 0207 8432564 or email lmilford@thecommunicationtrust.org.uk

Notes for editors

If you have any additional information or boilerplates, bullet point them here.

About The Communication Trust

- The Communication Trust is a coalition of nearly 50 leading voluntary sector organisations, which raises awareness, influences policy, promotes best practice among the children’s workforce and commissions work from its members.
- The Trust ran Hello the national year of communication – in conjunction with Jean Gross, the Government’s Communication Champion for Children to make children’s communication a priority in homes and schools across the UK.
- For more information about the Trust visit www.thecommunicationtrust.org.uk

About Pearson Assessment

- Pearson Assessment is the world’s largest commercial developer and distributor of educational assessments and psychological testing materials with a 90 year history of commitment to researching and developing products to a reliable high standard.
- Pearson Assessment is dedicated to the pursuit of professional excellence, leadership, and growth through acquisition, development, publication, and the maintenance of quality assessment tools in order to anticipate and meet the needs of its customers.
- Pearson Assessment sponsored the 2011 Hello campaign for the national year of communication www.pearsonclinical.co.uk

About the Shine a Light Awards

- The Shine a Light Awards were launched as part of the Hello campaign, the national year of communication in 2011 and they have become a key event in the speech, language and communication community’s calendar.
- They are designed to promote and celebrate good practice in speech, language and communication for individuals, groups and settings which work with children and young people, particularly those with SLCN.
- The awards are sponsored by Pearson Assessment, the world’s largest commercial developer and distributor of educational assessments and psychological testing materials.
- In 2011, more than 300 applications were received with 12 winners and 23 highly commended finalists, picking up coveted awards at a glittering ceremony hosted by Vanessa Feltz.
Appendix B – General Shine a Light Awards 2012 press release

Press Release

Embargoed – 00.01 22.11.2012

AWARDS ‘SHINE A LIGHT’ ON GOOD COMMUNICATORS

The Communication Trust, a coalition of nearly 50 voluntary groups specialising in speech, language and communication, in partnership with Pearson Assessment, has named the winners of the Shine a Light Awards 2012.

The awards, hosted by TV and radio presenter Paul Ross and held at Pearson’s London headquarters in Strand, were first developed as part of 2011’s Hello campaign – the national year of communication – to honour individuals, teams, projects and communities which have demonstrated excellence in supporting the needs of all children and young people’s communication, particularly those with speech, language and communication needs (SLCN).

The winners of the awards include The Haven 2000 Nursery Ltd as Early Years’ Setting of the Year, community-wide Every Sheffield Child Articulate and Literate (ESCAL) for the Communication Strategy Award and 17-year-old Jack Fradgley as Young Person of the Year.

Several new categories were added to the awards this year to allow a broader range of organisations and individuals a chance to showcase their work. Therapy Ideas Live, from London, won the new Innovation Award and North Lincolnshire RESPECT Programme won the new Youth Justice Award. Mum-of-four Debra McNeil was named Communication Champion, for establishing a language enrichment group for children in her Northern Ireland community.

Anne Fox, Director of The Communication Trust, said: “Congratulations to all the winners and those highly commended at the Shine a Light Awards 2012. The judges had tough decisions to make because there were so many excellent examples of people showing immense dedication to supporting children and young people in developing good communication skills. We launched the Shine a Light Awards last year as part of the Hello campaign and we’re delighted to see its legacy live on through this year’s winners. Communication is a vital skill for everyone to learn and the quality and range of applications we received this year show how much this is valued across society.”

Chris Hall, Managing Director of Pearson Assessment, said: “Being involved in the Shine a Light Awards for a second year running has been a fantastic experience. Each and every application has shown us the commitment that teams, organisations and individuals make on a daily basis to supporting children and
young people with speech, language and communication needs. Pearson Assessment is delighted to have again partnered The Communication Trust and support a campaign that recognises these efforts. The creation of new applications for the *Shine a Light Awards 2012* illustrates how the awards are continuing to grow, and we hope this continues into 2013. Congratulations to all of this year’s winners and highly commended finalists, and thank you to all those that took the time to share their best practice with us.”

The winners of the *Shine a Light Awards 2012* are:

- Early Years Setting of the Year – The Haven 2000 Nursery Ltd
- Primary School of the Year – Wallands Community Primary School
- Secondary School / College of the Year – Peacehaven Community School, Peacehaven
- Team of the Year – Every Sheffield Child Articulate and Literate
- Innovation Award – Therapy Ideas Live, based in London
- Youth Justice Award – North Lincolnshire RESPECT Programme
- Communication Strategy Award – Every Sheffield Child Articulate and Literate
- Commissioning Award – Children’s Commissioning Team, Reading Borough Council
- Young Person of the Year Award – Jack Fradgley, from Swindon
- Communication Champion Award – Debra McNeil, from Londonderry, Northern Ireland
- Outstanding Achievement Award – Justin Fletcher aka Mr Tumble, from Cbeebies *Something Special*
- Outstanding Achievement Award – Jack Fradgley
- Outstanding Achievement Award – Jean Gross, former Communication Champion for children.

Paul Ross, celebrity host of the award ceremony, said: “The ability to communicate well is vital, as anyone in my line of work will tell you. Presenting these awards has been a great experience for me, seeing how passionate people are about making sure children and young people are supported as they develop their speech, language and communication skills. The winners of the *Shine a Light Awards 2012* all do a great job and they should be very proud of their achievements.”

-Ends-

*For more information contact Press and PR Officer Lynne Milford on 0207 843 2564 or email lmilford@thecommunicationtrust.org.uk*

Notes to editors

**Highly commended Shine a Light Award winners**

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<thead>
<tr>
<th>Category title</th>
<th>Highly commended 1</th>
<th>Highly commended 2</th>
<th>Highly Commended 3</th>
<th>Highly commended 4</th>
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<tbody>
<tr>
<td>Early Years Setting of the Year</td>
<td>Wentworth Nursery School and Children’s Centre</td>
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<td>Primary School</td>
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<td>Award</td>
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<td>School of the Year</td>
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<td>Ashton Park School</td>
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<td>Secondary School/College of the Year</td>
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<td>Team of the Year Award</td>
<td>The Children’s Integrated SLT Service</td>
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<td>Innovation Award</td>
<td>Words 2 Pictures</td>
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<td>Youths Justice Award</td>
<td>Wrexham Youth Justice Service</td>
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<td>Communication Strategy Award</td>
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<td>Community Healthcare NHS Trust</td>
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<td>Commissioning Award</td>
<td>Leeds Community Healthcare NHS Trust</td>
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<td>Children’s Speech and Language Therapy</td>
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<td>Communication Champion Award</td>
<td>Diz Minnitt, Milton Keynes Youth Offending Team</td>
<td>Justin Fletcher aka Mr Tumble</td>
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<td>Young Person of the Year Award</td>
<td>Nadeem Islam</td>
<td>Thomas Grattoni-May</td>
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<td></td>
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<td>Christopher Pike</td>
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