

WRITING THE PERFECT Campus Roundup



So, your college has won an award, broken a record, had a famous visitor, raised money and awareness or opened a new building, and now you want to get your story in FE Week's Campus Roundup. Here's our quick guide to getting your tale on our pages

The press release

Press releases need to include:

- A selection of quotes - ideally from staff and students
- As much information as possible on the event - i.e, if money raised how much? How many people attended?

The story can't be too old or it won't be newsworthy enough to put in the paper. Send your stories in as soon as possible after the event to make sure they have a chance of being published.

The picture

A high-res jpeg picture, with the following conditions, must accompany any submitted pieces.

- The picture must always include people relevant to the article and be free for us to use
- It should also have full details about those pictured, including students' names, ages and course details
- Where staff are pictured, we need to know who they are and what their job is
- These details are not required when it's a group of more than 10 - however, pictures of large groups are less likely to appear in the paper
- Ideally, submit at least one portrait and one landscape picture
- Where a picture is taken by a student, we will happily give them a named credit where requested if their full details, as mentioned above, are included
- Pictures of people being handed cheques, standing shaking hands or holding awards are less favourable than active pictures
- For example, if a carpentry student has won an award, a picture of them in their workshop posing for the camera as they show an interested principal how to chisel a piece of wood is much better than just holding an award
- If you've got a new building, get the architect outside it showing students and staff the plans/pointing out features. The same applies for renovations, old buildings, etc
- Make sure your picture is well lit. If it is too dark, it won't print well and may not be included
- Consider hiring a professional photographer or, better yet, if you have a photography course, get a learner to take the picture

Don't be disheartened if your story doesn't get printed in the paper. If it didn't make the cut it could be because the photo wasn't good enough or the story was too old to be news worthy. Or we might just be saving it for another week.

If you want some tips on how to get your next story in the paper then just email news@feweek.co.uk with any questions.



↪ Example of a good picture

↩ Examples of bad pictures



Resolution too low



Don't photoshop your images



Image too dark



Don't crop the images before you send them