

# MARKETING AND PROMOTIONS



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## Who we are – our brand

The Chartered Institute of Legal Executives (CILEx) is the professional association and governing body for Chartered Legal Executive lawyers, other legal practitioners and paralegals. Our role is to enhance the role and standing of Chartered Legal Executives and all our members within the legal profession.

CILEx provides a cost effective route to obtaining legal qualifications and a career in law which is open to all. We have branches throughout England and Wales and many members overseas.

The CILEx route is the ideal way to obtain a law qualification for school leavers, graduates, legal support staff, mature students and those who already have family commitments.

Typically those studying through CILEx receive on-the-job training in legal offices or legal departments, whilst also attending classes in law and practice at one of our accredited centres or via distance learning.

CILEx represents lawyers of the highest quality from a wide variety of backgrounds. Ofqual monitors our Qualifications department and consistently comments on our ability to offer high quality legal education. The Legal Services Board has consistently given our regulatory arrangements, delivered by CILEx Regulation, a clean bill of health.

Our roots date back as far as 1892 but we became a company by limited guarantee in 1963. We then became incorporated by Royal Charter in 2012. For more than 50 years, we have been offering unparalleled access to a flexible career in law. We work closely with Government through the Ministry of Justice and are recognised as one of the three core regulators of the legal profession and influencers of law reform.

Further CILEx Facts & Figures can be found in Annex J

## Getting the message out there

### Different types of media

You are probably already aware of the different types of media that people access everyday nationally. This guide will look at the local media that you will need to target specifically. While these channels won't be as far reaching as a national daily newspaper or TV station, your audience is much closer to home so this brief guide to local media will help you determine who best to target as depending on your publicity idea not all will be suitable.

#### Regional/local newspapers:

- Community influence and above average trust from readership, depending on the area there can be a wide circulation.
- Interested in stories with a regional/local focus and many are happy to support local business and readership development.
- Most stories will go through an editor or newsroom group email inbox, decreasing your chances of getting your story printed, but with a little effort you can get a reporters direct email bypassing the 'middle man'.
- Papers will forward plan most stories months in advance so keep them in the loop for special or annual events.

#### Trade or specialist publications:

These publications are quite often not considered for publicity but can be very useful in hitting your target audience. While they may only have monthly or quarterly issues, the trade journalists will work with should know your industry inside and out.

- Think about business magazines or school papers, perhaps you have a local careers guide?
- Staff will be limited so the editor will in this instance be the first contact.
- They often let you write the article.

#### Local radio

- A very local focus that has become more regional in places.
- BBC local radio will have set programmes with themes. Could you go along and talk about different routes into law during a careers show or business programme? If they don't run one, suggest it to them.
- Usually BBC news desks are large, presenters can be contacted directly. Their email addresses tend to be `firstname.surname@bbc.co.uk`.
- Commercial radio is still an option but many have limited time and cover and area too large. Do still make contact with the reporter covering your area. You only have to tune in to your local station to find out who this might be, or visit their webpage.

## Local TV

- Usually a wider regional focus.
- For them to be interested your story will have to be worth their while to come along and film. There will need to be a good visual presence. An event like an opening or celebration could interest them you may need to explain what visually interesting aspects your story holds.
- Contact the news desk and ask for the education correspondent or local reporter for your town. They usual have a high turnover of staff as reporters take on different projects or transfer internally.
- Does our local area have an internet TV station? If so, get in touch with them as soon as possible. Their budgets are not as high as traditional TV news but they are more likely to cover your story.

## Digital media

- The internet is an effective and inexpensive way of dealing with a wide audience.
- Social networking sites such as Twitter, Facebook LinkedIn can be an invaluable way of getting your story to a large number of people quickly and efficiently.

## What is a good news story?

All local media channels will be receiving hundreds of submissions for stories each week, nationally that rises to thousands. The competitive nature of media means that you will have to effectively prove why your story deserves column inches or air time above and beyond others who are trying to do the same.

Before you contact the media think carefully about what your story is and what you want your end result to be. Start reading local newspapers and listening/watching on air broadcasts to get a feel for the sort of stories they already run and the style of their reporting. If your town has more than one newspaper, it is likely that one will have a more tabloid approach than the other and so your pitch to them may need to be different.

It could be that you don't think your story is of interest, but you'd be surprised by what is interesting to some people so when planning a news release, if you can answer 'yes' to any of these points then you have a foundation for a good story.

- Is this going to affect a lot of people locally or could it affect a wider population?
- Is it original, local and emotive?
- Does it link to current news? E.g. Changes to law, news about the local high street, charity work you are involved in and so on?
- Is a celebrity involved?
- What reaction is it likely to create? E.g. If you have some successful members think of the pride of their families, friends and local people for doing so well.

If you feel you have a 'newsworthy' story you have to decide how best to present this to the media who will not necessarily have the background information you do. The most common way to do this still is to issue a press release but phone calls; tweeting and personal invites are becoming increasingly popular.

## Presenting your story

### Press release

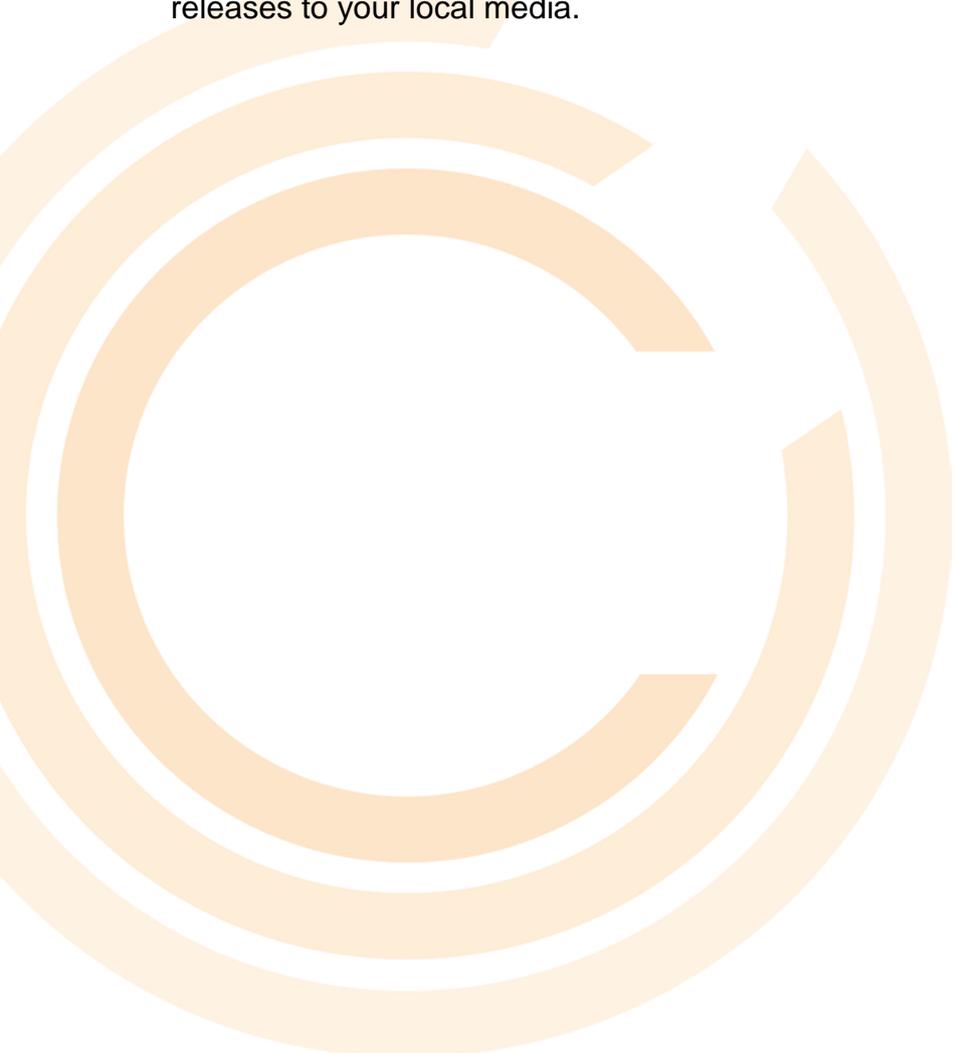
The main trick to a press release is to tell your story in the top line. This draws the journalist in and helps to get them interested right away so they don't just move on to the next submission. The following paragraphs contain information that supports the opening paragraph.

It should be faultless and so you need to ensure it is proof read by at least two people before it is sent out.

Usually newspapers will tend to 'cut from the bottom' so make sure all your main information and any quotes are in the first four paragraphs.

The template press release in Annex K can be amended to your organisation's style, your own firm's PR team may be able to help with this, but the content should follow the same format.

You can also access all the CILEx Head office press releases via [www.cilex.org.uk/media/media\\_releases.aspx](http://www.cilex.org.uk/media/media_releases.aspx). Please feel free to forward our latest releases to your local media.



### How do you issue your release?

Once written you have a number of ways of getting the news 'out there'.

By now you will have hopefully made contact with various news desks and got appropriate email addresses and deadline dates. If not then look in the publication itself, usually the editorial team details are in the inside front page, or Google the broadcaster's name. When you have found their website their contact page should at the very least have a general number that you can call and ask to be put through to the news desk.

You can then either send them the release in Word format or copy and paste the release into the email and send in time for their deadline.

NOTE: If you are sending out the release to multiple recipients, ALWAYS add their addresses to the BCC line. This ensures that no addresses are shared and displayed publically without prior consent.

CILEx can publish the release on your microsite – Email: [media@cilex.org.uk](mailto:media@cilex.org.uk) with your release. You can then link to this page on your facebook, twitter and other social media accounts.

### Photographs

Newspapers are always looking for pictures to add colour and depth to their pages and having a good picture with your story can make a massive difference to the odds of your story being carried.

Increasingly radio stations and other media are also asking for pictures that they can add to their websites and also a good photo can be added to your social media pages to help with your own direct marketing and publicity.

To get an idea of what a good photo entails, have a look at the media you are targeting, what style they like. You will probably find a lot of them now tend to avoid the 'pose and grin' style where possible so think of original ideas.

Could a professional help? Do you know a friend who is a photographer? If not, see if a newspaper would be able to send their own photographer along, but bear in mind they may not have the time to do this.

Before you send the photograph, ensure you have permission from those in the picture to use any photographs taken by your branch or the media, especially if you work with children or vulnerable adults.

Remember to include a caption for each image and also describe who is in the photo if your photo is being sent with your release. Make sure when attaching your photo to emails that the size of the .jpg is as small as possible. This will help ensure the email is not rejected by the recipients' servers if it is over their email size limit.

## Follow up

Once issued, it is important to follow up your release with a phone call. This 'pitch' gives you a chance to check they have received it and also to repeat important points and answer any initial questions they have. Make sure you know who you are pitching too. While they may use different types of media themselves, it's no good highlighting photograph opportunities for a radio station or filming potential for a newspaper. Choose the timing of your call carefully too. Newspapers will be more receptive in the morning and contact them well before deadline day. If you are calling a radio station try and make sure you call them about 15-20 past the hour as after this time they may be busy preparing an hourly bulletin.

Don't promise more than you can deliver. The journalist may ask you to do something to help them with an exclusive angle, especially if they have local competition or they may want to have time with a senior member of staff. Say you'll see what you can do but let them know in good time if it isn't possible. It's better to miss one story opportunity than to create a reputation that you are someone who is unreliable.

Above all keep it short and don't be concerned if a journalist cannot speak for long. They are usually very busy and under pressure but they will be pleased to make contact with you and build a relationship. It will take time and effort but you may find that in time they even start to call you first.

## How else to get coverage

### Events

If you are hosting or organising a branch event make sure the media know. Make sure the news desks' forward planning teams know well in advance with an email invitation detailing what is happening and when. Then follow up with a phone call to various journalists to make sure they are aware too. During this phone call make sure you mention if there will be any food or not. If there is then believe it or not this could make a massive difference to attendance, journalists love free food and if they attend you have them where you want them.

### Features

Most media, especially newspapers want expert opinion and advice straight from the 'horse's mouth' and often carry regular features that will give their readers some useful day to day information. Why not speak to your local media about writing a monthly column on law or education? This shows your skills as an expert.

### Maintain the relationship

So you have spoken to your local journalists and some have covered your story. You must keep the momentum going. Talk to them regularly by emailing them about an article they wrote that you liked, or reply to their tweets and even see if they want to meet for coffee from time to time. They are people and despite bad publicity about the press, the majority have a genuine desire to shout about positive things happening in their town, all you need do is make it easy for them.

Keep thinking of the next story you could pitch to the media. If you're unsure of what they might think about a future story, then ask them. A lot of journalists will be more than happy to help guide you in what they want as it saves their time in the long run.

### Media enquiries

In time journalists will start to come to you. If they have a question about your branch, members, or your work then it is acceptable to ask them to email you their specific questions so you can respond properly. While their enquiries are likely to be positive, never accept pressure to answer questions on the spot unless you are absolutely comfortable in doing so.

It is unlikely that you will be contacted about Head Office stories relating to CILEx members directly. If however a journalist contacts you in error please direct the journalist to the CILEx head office at [media@cilex.org.uk](mailto:media@cilex.org.uk).

### Seven point summary

1. Get to know your targets. Start reading local papers, listening to local commercial news bulletins and local BBC news programmes to understand what stories they cover.
2. Find the right contacts. Seek out news desks' contact numbers and introduce yourself.
3. Be mindful of news stories that you could sell to the media. It might be day to day work for you but could be very interesting to others.
4. Be prepared for questions. You are the expert not a middle man so make sure you know everything about your event or project. CILEx Facts & Figures can be found in Annex J.
5. Make sure you are targeting the right people. National media is not likely to be interested in your local project so put your efforts into local media.
6. Keep it up – it might take time for your work to be noticed and it might seem that no one is interested but keep the pressure on and you will find that things do eventually flow easily.
7. Remember to put your releases on your branch microsite and to use social media to maximise coverage.

## Social Media

Social media can really benefit your branch: it raises your online profile, you can communicate/engage with current members and prospective members, and you can track what it being said about you.

Here are a few “dos and don’ts” for social media:

### DO

- Build relationships
- Be active but don't overdo it
- Tailor your content for your audience
- Have a personality
- Proofread

### DON'T

- Be afraid of negative comments – use social media as a customer service tool to identify and placate disgruntled customers
- Neglect your account
- Forget to network

To see how CILEx uses social media, take a look at our accounts:  
Join the CILEx group on LinkedIn: CILEx - Students, Members and Fellows  
Like CILEx on Facebook: [www.facebook.com/CILExfan](http://www.facebook.com/CILExfan)  
Follow CILEx on twitter: @CILExLawyers  
Watch CILEx on YouTube, search for: CILEx Lawyers

If you have any questions about social media in the meantime, then please contact [media@cilex.org.uk](mailto:media@cilex.org.uk)

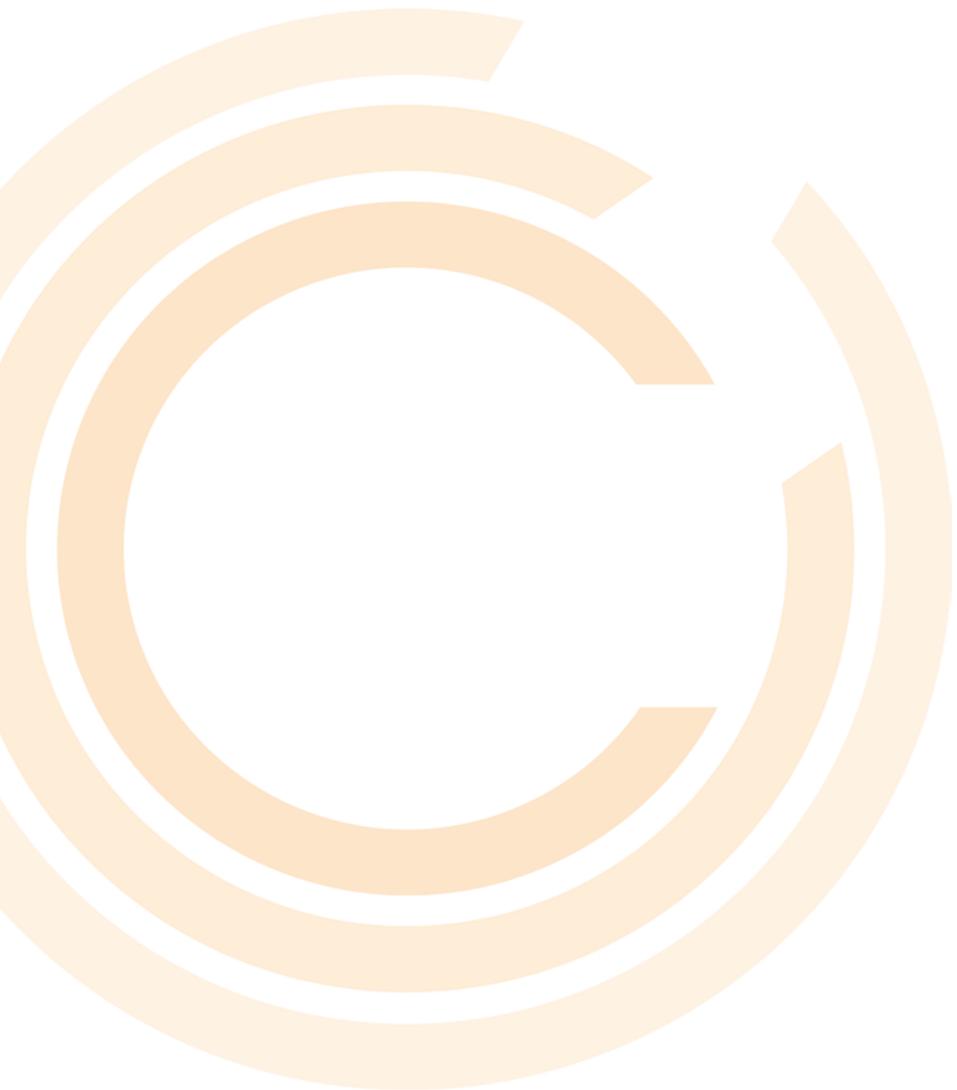
**Working with CILEx accredited centres:**

As you research news articles and look at how stories are written, you'll notice that journalist's stories are about real people.

CILEx members of all grades are everywhere. We have around 20,000 members and many of these could well be studying at centres in your branch area. These centres are a great place to create partnerships with local business and encourage more students to join your branch. It could also help you set up the story used as a template in the press release earlier on in this section. Creating a partnership with local CILEx accredited centres can help show local media what local law students are destined to achieve, an example of before and after.

You can find out the details of CILEx accredited centres near you by visiting the study pages of the CILEx website

([www.cilex.org.uk/study/find\\_a\\_local\\_study\\_centre.aspx](http://www.cilex.org.uk/study/find_a_local_study_centre.aspx))



### Eshot – getting your messages to members

CILEx issues a weekly e-newsletter to members each Thursday. On the last Thursday of each month we can include branch updates.

CILEx will distribute two eshots per year per branch to help promote branch activities. An example can be found in Annex R.

#### FAQs

**Q. When will the email be sent?**

A. On the last Thursday of every month.

**Q. When do I need to send my branch update to CILEx for inclusion?**

A. By midday on the Monday before the last Thursday of every month

**Q. Who should I send the information to?**

A. [media@cilex.org.uk](mailto:media@cilex.org.uk)

**Q. What happens if I have some urgent information for my branch members but I don't get the information over in time?**

A. You may still email your branch members directly on these occasions, although you must work hard to comply with email marketing guidelines. In particular there must be a way for recipients to unsubscribe from your emails.

## CILEx Branches Website - [www.cilexbranches.org.uk](http://www.cilexbranches.org.uk) Content Guidelines

This document outlines the basic guidelines to follow when submitting content to be uploaded onto the branches website. We do strongly recommend that you add a weblink which takes the reader to your branch microsite to all communications.

### 1. Content Sections

The individual branch Nano sites are currently divided into six sections of content:

#### a. News

Recent news from your branch.

#### b. Committee

Committee details.

#### c. Events

Information about upcoming events at your branch.

#### d. Branch Services

Including information about services such as study groups, work shadowing and pro bono work.

#### e. Sponsorship

Details of any sponsors of your branch and sponsorship opportunities.

#### f. Contact Us

Comprehensive contact details.

These sections should be used as a guide for compiling and submitting your content.

However content is not limited to these areas. On request we are able to create additional pages for your website.

### 2. Keeping content up-to-date

It is important to keep the content on your pages up-to-date. This is particularly the case for branch contact details. We would advise that the content of your pages is checked on a monthly basis.

### 3. Content format

#### 3.1 Text

It is advised that where possible short paragraphs and headings are used to break up long pages of content.

The most important information on each page should appear at the top. Most people will not read every word on the page.

If you have a very large amount of content it is also advised that it is submitted in bullet point format.

When writing content, use a professional but approachable tone. If you are a new branch, please look at other branch sites for ideas of content and style.

### **3.2 Images**

If you wish to include images please ensure that they are submitted in the following format: JPEG, GIF, and PNG. High resolution images are preferable but they should be no more than 5MB in size.

### **4. Advertising**

Please note that whilst we encourage the listing of your sponsors on your branch website, excessive content/images will be considered as advertising.

### **5. Submitting content**

To submit, change or remove content please email the Member Services team, giving a minimum of three working days' notice. Please send content in a word document by email to:

Ellen Birch  
Branch Officer  
Email: [ebirch@cilex.org.uk](mailto:ebirch@cilex.org.uk)  
Tel: 01234 845754



## Journal – How we can support your branch

### Promoting Branch Events

The Journal will advertise web-links to all branch microsite addresses within the dedicated myCILEx area. Prospective branches will be listed with an email contact address. The Journal will not be responsible for updating details to the microsite. The current person to contact for this is Ellen Birch on [ebirch@cilex.org.uk](mailto:ebirch@cilex.org.uk)

### Reporting Branch News

When submitting a 'write-up' for a function or event, please ensure that you have the permission from those in the picture to use any photographs taken by your organisation or the media.

All images should be supplied as follows: 300dpi and taken with a digital camera. (No phone photography can be accepted)

Ensure that photos are clear and free from any blur and do not appear grainy. It is extremely helpful for people to be identified within the photographs with their names and the company/organisation they are from.

We would recommend that you aim for a maximum of 150 words for your Journal inclusion. If you have a web address link or further details listed on your microsite please remember to include these.

### Recruitment Advertisements

We would kindly request that recruitment advertisements are not placed on branch websites. CILEx offer a comprehensive recruitment source via [www.cilexrecruitment.org.uk](http://www.cilexrecruitment.org.uk) or the CILEx Journal.

### Further Support

Further information and support on marketing and communications can be provided by CILEx head office, contact details can be found in Annex A.