



St James's Palace Gold Award Presentation Communications Toolkit

Whether you are a Licensed Organisation or a Gold Award holder, this toolkit provides guidance on sharing your success stories with local media and important photography information. As well as promoting your success and hard work, sharing your good news helps to support our charity to raise awareness of the benefits of doing a DofE programme.

There is nothing more valuable than a personal story to explain the value of the DofE and we are also looking for Gold Award holders who are happy to share their experience with us. Further details can be found in the Toolkit.

Toolkit content:

- Tips on contacting journalists
- Photo guidance, including important information about photography in the palace
- Press release template
- Case study form, for those of you who want to share your story with us

If you have any questions regarding media opportunities, please contact [Jenny Murray-Cox](#), Communications Officer.

Media attendance

Please note that there is an official photography team and, from time to time, there may be TV and other media at the event, so you may be in the background of any filming and photography.

If you do not want your images from this event to be used by the DofE or media, please contact the [Gold Award Presentation team](#) before the day.

Contacting local media

Attending the Gold Award Presentation is a great opportunity to promote your organisation or your personal achievement with local media. Please see below for tips on how to do this.

1. Tailor your press release

Amend the template with your details, including quotes from appropriate people.

2. Include a photo

Publications often like a high-resolution photo (3MB+ in size) to accompany the story.

Please see 'photography tips' for important information about photography from the event.

3. Establish a spokesperson

Decide on who will be the spokesperson if journalists want to speak to someone for a radio interview or to enhance their written piece.

It is important that a spokesperson is lined up and briefed on the story before you send it.

4. Contact local media

Contact details for local newspapers and radio stations can usually be found on their website or in the publication; alternatively, you could call the news desk to find out the best person to send your press release to.

Use an eye-catching email subject line and emphasise the local connection, e.g. 'Press release: Manchester school strikes Gold in DofE success at St James's Palace'.

For the email copy, write a short summary and include the press release below your email signature and as an attachment. For example:

Dear <name>,

Please find attached a press release and photo from <School/ DofE centre's> recent visit to St James's Palace to celebrate our young people achieving their Gold Duke of Edinburgh's Award. The event was also attended by HRH <Member of Royal Family name> and guest presenter, <name>.

The full story is copied below my email signature and attached.

If you require any further information, or to speak to <spokesperson>, then please do not hesitate to get in touch.

5. Follow up

If you would like to follow up, we recommend doing this by email or phone 1-2 days after sending your email. It is helpful to give a short summary of the story you sent in, as journalists may not initially remember your email or be the person who saw it.

Not all journalists will get back to you to say they have received your email or are using your story, so you may not hear from them.

6. Sharing on other channels

It is always worth sharing your news on other channels, such as your website, blog and social media.

Not all press releases are published as there will be several stories competing for space. However, this does not mean your piece is not a great story so don't be disheartened if this happens!

Photography guidance

Personal photography

Personal photography is **not permitted inside St James's Palace**.

Cameras must be left in the cloakroom on entry or kept in your bag / pocket and anyone using a camera or camera phone will be asked to leave by the Police.

Official photography

Tempest Photography are the official Gold Award Presentation photographers.

There will be two types of official photography available at your upcoming Gold Award Presentation:

- 1. Certificate presentation:** A photograph of you receiving your Gold Award certificate from your guest presenter.
- 2. Studio photography:** We have an offsite photography studio where you can have your official Gold Award portrait taken. This includes an opportunity to have photographs taken with additional family members or friends. To avoid long waits, you are encouraged to book an appointment in advance through the [Tempest website](#).

Further information about official photography and ordering images can be found in your invitation mailing, which you will receive approximately three weeks before the day.

Other photography and filming

Please note, that from time to time, there may also be authorised photographers and film crews from media outlets in attendance.

Tempest will also be taking other photographs on the day for the DofE / media usage. These photographs will not be available to purchase.

If you do not want your images from this event to be used by the DofE or media, please contact the [Gold Award Presentation team](#) before the day.

Press release template

Available as a separate word document in the 'Press releases' section on the [Gold Award Presentation website page](#)

Gold Award holder case study form

Available as a separate word document in the 'Press releases' section on the [Gold Award Presentation website page](#)