

**WORLD  
RADIOGRAPHY  
DAY**

**8 NOVEMBER 2011**

**PUBLICITY  
GUIDE**

**Many departments use World Radiography Day as an opportunity to promote their department, the profession, and radiography as a career.**

### **Open days and visits**

On and around 8 November, departments invite the public and local groups and schools to visit and learn about radiography and what radiographers do.

Some offer to visit schools and describe the department's work and the career opportunities that the profession offers.

Another approach is to display posters and give away stickers and leaflets so that patients and visitors are aware of World Radiography Day and the role of radiographers.

### ***Tips***

- If you do invite organised groups such as local clubs and schools into the department, make sure you ask them well in advance of the date;
- Plan what you are going to do with them;
- One member of staff should have responsibility for organising and hosting tours;
- Visitor health and safety must be considered.

### **Publicity**

Whatever you decide to do for World Radiography Day, it is an excellent opportunity to gain coverage in the local media.

### ***Tips***

- Make a list of the newspapers, regional magazines, radio and television stations in your area and their deadlines, or talk to your trust's communications department, or contact the Society's public relations officer, Dominic Deeson, on 01227 469060, e-mail [publisher@synergymagazine.co.uk](mailto:publisher@synergymagazine.co.uk)
- The best way to inform the media about what you are doing is to send them a press release (a sample press release is attached), either by post or fax the week before;
- Another way to encourage coverage is to issue a photocall notice a couple of days before, inviting press photographers and television camera crews to attend (a sample photocall notice is attached). Weekday mornings are the best time for photographers/journalists to attend;
- Link-up with the nearest higher education institution that trains radiographers;
- Don't forget to send a report and photographs to the editor of Synergy News about what your department did. Send it to [editorial@synergymagazine.co.uk](mailto:editorial@synergymagazine.co.uk), or call 01795 542438.

- SAMPLE PRESS RELEASE

## **PRESS RELEASE**

### **(Insert the name of your hospital) CELEBRATES WORLD RADIOGRAPHY DAY**

If you want to know more about how radiation is used to diagnose injuries and disease/treat cancer (delete as applicable) radiographers in the (insert name of department) at (insert name of hospital) are holding an open day on (insert date).

“Everyone is welcome to come and see what we do and ask questions,” said (name of department spokesperson and their position).

“Many people don't know what a radiographer does. If you have an accident and go to hospital, the chances are that you will see a diagnostic radiographer. They produce images that are used to diagnose injury or disease. Their therapy colleagues use precisely targeted doses of radiation to treat cancer.”

The (insert name of department) will be open to visitors who want to find out more from (insert times).

**For further information contact** (insert contact details)

Date

## SAMPLE PHOTOCALL

# PHOTOCALL

**(Insert the name of your department and hospital) WILL BE (insert what you will be doing on World Radiography Day)**

**WHEN:** (Insert date and time)

**WHERE:** (Insert full address and contact telephone number)

To celebrate World Radiography Day, (insert a description of what the department is doing. Include details of anything exciting, different, or that has good visual impact.)

Many people don't know what a radiographer does. If you have an accident and go to hospital, the chances are that you will see a diagnostic radiographer. They produce images that are used to diagnose injury or disease. Their therapy colleagues use precisely targeted doses of radiation to treat cancer.

**For further information contact** (insert contact details)

Date