

Sample Photo-call for RFS Award presentation

Please use the sample photo-call below to communicate your success in achieving accreditation to the Responsible Fishing Scheme to the media.

Use this to notify the press that you have a photo opportunity for them.

The best thing to do is look out for a local celebrity who could present you with the award (local councillor, radio station DJ or local rugby or football team are just a few ideas).

Copy and paste the information onto another sheet and fill in the blank areas. Feel free to talk up the work you are involved with too and remember to keep it short and to the point.

Photo-call

Date: [insert date when the photo opportunity is happening]

Time: [insert time when the photo opportunity is happening]

Location: [insert the exact location where the photo opportunity is happening so that they can find you]

Event: [what is happening? For example: Local Vessel [name of vessel] is to be awarded their Responsible Fishing Scheme certificate by[put in name of person and who they are]

..... [vessel name] in [address] has joined the ranks of the UK's fishing elite by achieving accreditation to the prestigious Seafish Responsible Fishing Scheme.

Seafish set up the Scheme to raise the standards within the fishing industry and enhance the overall profile of the industry.

Today, [name of vessel] will be presented with their RFS certificate by [celebrity name and why they are a celebrity].

Ends

For more information contact, [enter your details and ensure that you are available for comment and that you are the main contact at the photo-call.]

Notes to Editors

- Seafish, the authority on seafood, was established by the Government in 1981 and is a Non Departmental Public Body. Seafish serves all sectors of the UK seafood industry – fishermen, processors, wholesalers, importers, exporters, seafood farmers, fish friers, caterers and retailers – and is also responsible for consumers.