

# How to get local Press interested in your bellringing story

## 1. Do your research ×

- Search for your local TV, radio and print media on line and make a note of their Newsdesk contact information, or the names and contacts for particular programmes you are trying to reach;
- Search social media sites for local interest groups, town/village groups, specialist interest groups you could reach out to;
- Make sure your Church has bellringing listed, or links to your social media or website pages.

## 2. Your message ×

- Press releases or articles need to be short and snappy and grab attention within the first 30 words;
- There should be enough information included so the journalist doesn't have to go looking for things;
- Cite your sources. If quoting facts and figures, cite them so they can be checked.
- Include links to sites where further information can be found;
- Include your contact information.

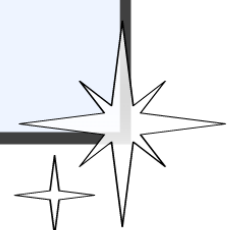
## 3. Making contact ×

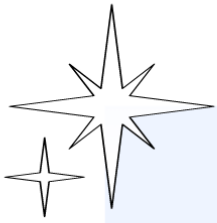
- Email is fine but if you are sending out to multiple contacts, either do it individually, or BCC so they don't know you've sent it elsewhere. If they know you've sent it everywhere they may not respond because they can't do anything unique;
- Be prepared for responses, or none. Not every story gets picked up;
- If using social media sites, be prepared for both positive and negative comments. Not everyone likes bells!

## 4. Deadlines ×

- Press often have hard deadlines for item submission. Do your best to meet that ahead of time so they have time for any editing beforehand;
- Editorial deadlines are often very short so be available at short notice;
- Get creative and be flexible on how you can accommodate requests for filming or interviews.

Additional resources at  
<https://cccbr.org.uk/resources/publicity-material/>





# You've got them interested, now what?

## 1. Venue ×

Make sure:

- you have permission from the Church;
- your ringing room is well lit, clean and tidy and has good access. TV crews in particular may want to view the bells too;
- they know the address of the Church, there may be several different churches in your area;
- they understand safety in the tower. You're in charge.

## 2. People ×

Make sure:

- you can get a band together at the agreed time;
- aim for diversity amongst ringers, young, old, male, female, ethnicity and everything in between;
- you have people who are willing to be filmed/interviewed. You may need parental permissions for young people;
- the ringing is of a good standard.

## 3. Key messages ×

Make sure:

- you know your message and key facts;
- to highlight the various great things about ringing:
  - for everyone; celebration, gentle exercise for mind and body, social, community, heritage, low cost, develops leadership and team skills
- not to dwell on the negative - ringing is not a dying art but does need new people;
- where and how to sign up.

## 4. Follow up ×

Make sure:

- you find out where and when the item will be aired;
- to post links to the item on local social media sites and send to the Church comms team;
- you write a thank you to the journalist afterwards (always a good way to keep in with them for next time);
- to thank the ringers for taking part
- to follow up any enquiries promptly.

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