

**NATIONAL
HERITAGE
WEEK**



An Chomhairle Oidhreachta
The Heritage Council



Media Training

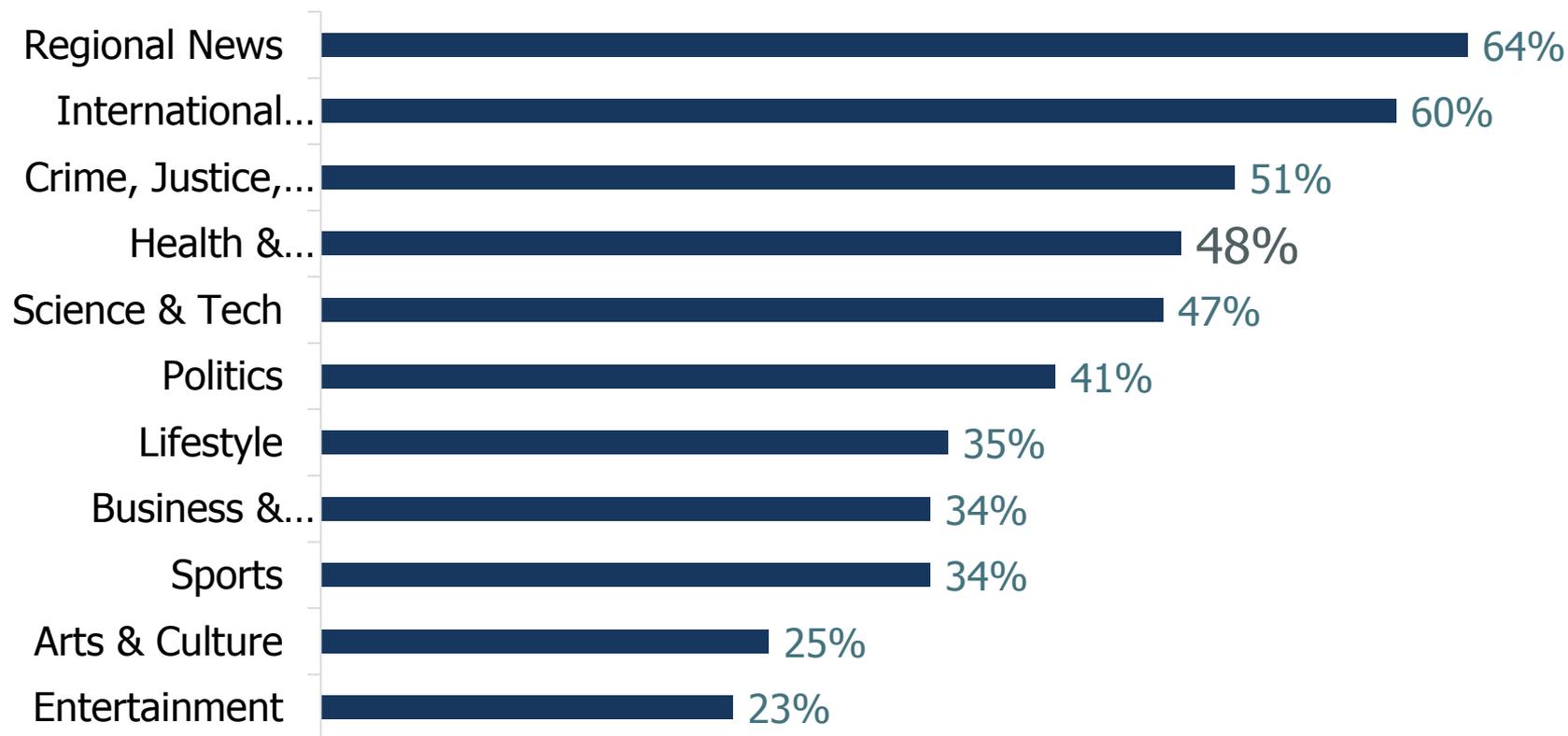
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2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



European Heritage Days
Journées européennes
du patrimoine

News categories Irish audiences are most interested in...



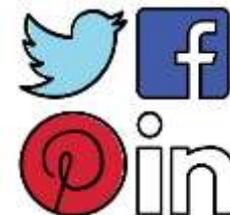
Public engagement with the messenger...



Online
66%



TV
68%



**Social
Media**
52%



**Printed
Newspapers**
40%



Radio
46%



Where do your audience get their message?

- Media: local newspaper & freesheets.
- Radio: local radio & community radio.
- Word-of-mouth: recommendations (high value).
- Notices: supermarkets, libraries, churches.
- Marketing: ads, posters, signage (seek permissions).
- Door-drops: leaflet through your mailbox; notice through school or summer camp; workplace communications (factories or big employers in your area).
- Social media: promoted posts, and tagging local pages.

Media campaign = joining up all your communications



Ingredients for media stories

- A good story: grounded in place (local); human interest and multiplier effect.
- How your story is relevant? Summer activity; community engagement; links with a newsworthy issue (e.g. environment / plastic etc.).
- Is there potential for a photography?
- Do you have a good spokesperson?



Press Releases



The oracle – the press release

Your press release should:

- Be clear and concise: no pros required.
- Have a clear headline that states what the story is about: leave the creative headline writing to the sub-editors.
- First two paragraphs address: who, what, where, when and how.



The oracle – the press release (contd.)

- Should be no more than two pages, but one is preferable.
- A contact number should be included at the end of the release.
- Test of a good PR: if the bottom two paragraphs of your release are crossed out, it should still make complete sense.



Template Press Release

PRESS RELEASE

(Insert date, i.e. Wednesday, 1st August 2018)

**(Your organisation's name) to host (type of activity, i.e. workshop / lecture / reading / concert / etc.) in (your town or county) to mark
National Heritage Week 2018**

(Name of organisation) has today (dd.mm.yy) announced that it will host a public (type of activity) during National Heritage Week 2018, which will take place from 18-26 August.

(Insert brief description of activity and key details – what, where, when and why)



Template Press Release (contd.)

Speaking about the event, (insert name of spokesperson) of (name of organisation) said: “[If desired, add one or two sentences in the first person about this event (example: We are very excited to showcase our ... and hope that many people will be able to join us for our event. The annual Heritage Week programme is a great opportunity to learn more about your local heritage and make connections with new people and stories].”

The theme of this year’s National Heritage Week is **‘Sharing Stories’**. During the week-long celebration of Ireland’s heritage, communities across Ireland are encouraged to share heritage stories in new ways, with new people. Coordinated by the Heritage Council, National Heritage Week is Ireland’s most popular cultural event and this year more than 570,000 people are expected to participate in over 2,000 heritage events around the country.



Tips for issuing press releases

- Before lunchtime, but ideally mid-morning.
- Local papers: two to three days before deadline.
- Sunday and Monday are slow news days in national media.
- Take advantage of the 'silly season'.
- Issue your release by email.



Tips for issuing press releases

- Include a subject line that stands out and summarises your story.
- If sending out to a number of target recipients, place email addresses in the 'BCC' field.
- Paste your press release into the body of the email – don't send it as an attachment.
- Keep your email contact list up to date.



Photos



Photos

- Create a specific photo notice to describe any photo opportunity that exists at your media event – similar in style to a press notice, but be as descriptive as possible.
- Action shots are better than a formal group photo.
- Secure the involvement of a celebrity, special guest or children.
- Introduce a visual prop.
- Make sure photographers get all relevant details for captions.
- Never send photographs to media organisations unless they are of good quality.



Photos – photo notices

PHOTO NOTICE

Friday, 21st October 2017

St. Patrick's Cathedral to Announce Details of Eve of Hallows Festival

An array of colourfully-costumed characters with historic connections to St. Patrick's Cathedral in Dublin will participate in a **photocall** to announce details of the Cathedral's **Eve of All Hallows Festival** at **10am** on **Monday, 24th October** in the **grounds of the Cathedral at St. Patrick's Close, Dublin 8**.

The Eve of All Hallows Festival will take place on Monday, 31st October, and will include activities such as mask-making, burial tours and a Halloween-themed organ recital.



Photos – photo notices (contd.)

For the purposes of the photocall, a number of children from the local area will be joined by characters from the Cathedral's past, including Alexander McGee and Esther Johnston – both associated with the renowned author Jonathan Swift, the former Dean of St. Patrick's – and a medieval knight.

Alexander was Swift's loyal servant and, when he died, Swift insisted he be buried at St. Patrick's. Esther, meanwhile, was Swift's lifelong companion, and he referred to her always as Stella. She is also buried at St. Patrick's.

Further information about St. Patrick's is available at: www.stpatrickscathedral.ie

ENDS

Contact: Name / Organisation, Tel: number



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Photos





Broadcast Media



Broadcast Media: Radio & TV – top tips

- Find out the format.
- In studio if possible or on a landline if not – only use a mobile as a last resort.
- Sit comfortably and have your messages to hand.
- If in studio, look at interviewer.



Broadcast Media: Radio & TV – top tips

- If up against someone, let them make their points but make yours strongly.
- Push back (politely) against excessive interruption (whoever is doing it).
- Make your points calmly, but with conviction.
- Don't eat chocolate, drink milk before going on air.



Most Common Mistakes

1. Trying to squeeze in too many messages.
2. Filling your talking points with jargon / 'insider' language.
3. Over-preparation.
4. Trying to get all your messages out in response to one question.
5. Failing to anticipate all the questions you may be asked (including those triggered by the morning news).



Most Common Mistakes (contd.)

6. Responding to questions without pausing to think.
7. Using negative language.
8. Failing to prepare quotable quotes and sound bites.
9. Letting down your guard with a friendly journalist.



Thank you!

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