

National Heritage Week 2016 Press Request.

Dairne O'Sullivan

What does the media want from a heritage story

- Why is the project/ event important
- What is the human interest story. Who is involved and why
- Who is the spokesperson? Is there more than one perspective.
- Is there a news element i.e what are the outcomes of your work on the project
- Is there the potential for a good photograph



<https://www.youtube.com/watch?v=f06Tqztd2n4&feature=youtu.be>

RTE 6.01 News: Swords Castle Community Archeology Dig



RESCUING BEAUTY

rescuing starker feats of engineering to restored
the National Heritage Week volunteers are our
heroes. **Lisa Hughes** profiles some of the groups
saving our history. Photographs by **Al Higgins**.

the country's biggest cultural event
a rock concert or music
festival. As National Heritage
Week, the week of 30th
of European countries who
celebrate it for a couple of days, in
the week is devoted to heritage
from August 22 to 30, the
this year's event is industrial and
heritage, encompassing everything
from a creek and from mills to
and a host of all his forgotten
skills in between.

It is a particularly important
Heritage Council. "The
the Heritage Council took
ability for coordinating and
National Heritage Week,"
Michael Statten, CEO of the
Council. "Heritage Week has
480 events in 2005 to 1,000
2015, and 400,000 attendees
in 2014. This year also marks the
anniversary of the establishment of
the Council. All the research
economic value of investing
in terms of job creation and

boosting tourism, as well as the sense of
well-being that comes from living and
working in landscapes that are protected
and cared for."

More than 1,000 organisations and
community groups across Ireland are
hosting events and these volunteers are
the backbone of the festival. "With
National Heritage Week we celebrate the
work of thousands of local craftsmen
and experts who give their time to the
preservation and promotion of our
national heritage," says Michael. "It is
also a fantastic opportunity for the whole
family to explore their local community
and see it through the fascinating
perspective of heritage." For visitors to
Ireland, Heritage Week is also a great
opportunity to meet a real insider in
a town you're visiting and get insights
through guided walks and talks that you
won't get from a guidebook.

Underpinning the work of the
Heritage Council and providing a vital
link with volunteers is the heritage
officer in each county who advises and
guides community and heritage groups

submitting a diverse mix of events
for everyone. Our heritage officer who
has been involved from the beginning
is Shirley Clifton, heritage officer of
Co. Monaghan, who guides community
and heritage groups in everything from
funding applications to public relations
and provides invaluable conservation
advice. "Heritage is as vast as a landscape
and as small as an ancient headstone,
and the fact is that history is a," she
says. "The most fundamental aspect
of a heritage officer is to identify and
investigate the sense of place, the
localness and the mosaic of characteristics
that make that place like no other."

For Shirley, heritage may mean
more than just a nine-to-five job. "I feel very
passionate about heritage, and like many
others bringing you back to yourself and
your place in the planet. The folk art on
the 18th-century houses in this area
tells of imagination, skills and hopes of
previous generations. Every place has a
meaning and a value, and heritage is one
way in which we can rediscover
that value."

Laragh Heritage Group, Co. Monaghan

It all started with a photograph
up to Christmas 2011, new coo
Laragh Paula McCaul took photo
of the stone-walled courtyard
and, in an effort to get to know
neighbours and to get to know
using the photographs. One im
mediately proved interest in
the courtyard, stone blocks
Peter's Church. After a bit of
Paula discovered that this part
Monaghan was occupied three
times over and St Peter's was b
built for the next workers. Some
design but with intricate wood
distinctive Swiss-gothic arches
Peter's is now a designated Bu
National Heritage site, but back
it was all but forgotten. Seven
formed up at the first group mee
and all were concerned about
of the church. "Since then, we
have taken out of the wooden
of repairs now done by the com
including repairing old paths and
restoring the stonework retained
arches," says Paula, right, with
John Keenan and Ruby Conroy.
Community spirit has meant it
fundraising events including tea
days and a craft museum.

"We had a harvest celebration
and we officially opened St Pet
that. The church is beautiful and
is now electrically lit. It was done
with vegetables and the Church
Ireland song heritage. The card
it was wonderful." Today St Pet
Church is welcome to its former
glory and it is an increasingly p
bankrupt for wedding photography.
Now the heritage group has to
focus on restoring the old mill
cottages. "When we started, we
knew where we were. Now we
map," says Paula, with an air of
length heritageoverpress.com

Information needed to maximise publicity potential of your project

- Provide short synopsis of event with all key details including dates and venues. Remember the human interest element
- Provide an image that indicates what the event will entail
- Provide a spokesperson who is happy to talk about the project
- Provide contact details including mobile number
- If access to project is dependent on clearance by a 3rd party i.e local authority please let know

How to do your own media

- Press Release
- Short title
- One page
- All key info in first paragraph
- Highlight dates, venue, website, Facebook and Twitter
- Include contact details for press contact only

Photocall

- Send out photocall notice a week before event
- Always provide a caption
- Always accompany with press release
- Always get clearance for the use of children in pics



Local Radio

- Research radio options first.
- Send proposal to producer/presenter
- Practice talking to your self. Make sure you cover off key points
- Try to treat it as a conversation
- Take notes to prompt yourself

Media contacts

- These are your priorities, they are your contact with your key audience
- A good relationship with producer or editor is gold dust so don't promise something you can't deliver
- Try to keep up to date on key staff movements