

**NATIONAL  
HERITAGE  
WEEK**



An Chomhairle Oidhreachta  
The Heritage Council



**PRESS TOOLKIT**



# WHAT IS HERITAGE WEEK?

National Heritage Week is a celebration of Ireland's built, natural and cultural heritage and aims to generate awareness, appreciation and preservation of our wonderful resources.

This year The Heritage Council's chosen theme for Heritage Week is the celebration of Pastimes and Past Times.



## WHAT IS HERITAGE WEEK?

With over 2,000 events taking place throughout the country, there is undoubtedly an event for everyone, no matter their age or interests. The eclectic offering of events in this year's schedule includes picnics & parties, talks & tours, ceilís, crafts & craic, all of which serve to make our country's heritage more inclusive than ever.

Heritage Week is part of European Heritage Days – a joint initiative of the Council of Europe and the European Union in which more than 40 countries participate each year. The main aim of European Heritage Days is to promote awareness of our built, natural and cultural heritage and to promote Europe's common cultural heritage.

Heritage Week 2019 will be a call to action for people to discover, interpret and embrace their heritage and in turn create their own new pastime - to become an explorer, an archaeologist, a storyteller, a wildlife enthusiast.

# WHAT'S THE PURPOSE OF THIS TOOLKIT?

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We've created this toolkit to give you everything you need to feel confident in chatting with local media and influencers. Please refer to the toolkit when looking for the best way to use press materials including press releases, imagery and interview requests.

With your support, we'll spread the word nationally and locally about all the fantastic events on offer this Heritage Week, encouraging people to discover, interpret and embrace their heritage.

The Heritage Week team and our agency partner, Thinkhouse, are both here to help with any queries. Please contact [mediarelations@thinkhouse.ie](mailto:mediarelations@thinkhouse.ie) with any questions or requests.



# OBJECTIVES & STRATEGY

## OBJECTIVES

- Drive Awareness
- Drive Attendance

## STRATEGY

To help connect with media and influencers around the country, we'll endeavour to localise our content to:

- Generate awareness of National Heritage Week
- Encourage attendance and participation at National Heritage Week events

# KEY MESSAGES



When reaching out to journalists and influencers, please keep the following key messages in mind. These are the main points we want to get across when engaging with media.

- National Heritage Week celebrates all things heritage related. It brings together communities and cultural institutions, academics and enthusiasts, to build awareness about the value of heritage and support its conservation.
- This year The Heritage Council's chosen theme for Heritage Week is the celebration of Pastimes and Past Times.
- Almost 2,000 events will take place across the country as part of National Heritage Week which takes place from 17th to 25th of August.
- You can discover what events are happening in your local area by visiting: [www.heritageweek.ie](http://www.heritageweek.ie)
- Heritage Week is a great platform to showcase the work being done across Ireland year round.

A group of about ten children of various ethnicities are gathered on a wooden bridge over a pond. They are looking down at the water with interest. One child in a red shirt is pointing towards the water. The background is a lush green field with tall grasses and trees under a cloudy sky. The image is framed by a thick blue border.

# IMAGERY

Journalists are more likely to cover a story and spread a message if there is compelling imagery to go along with the story. We have created a suite of imagery for this purpose. Imagery can be accessed [here](#).

These images can be used in print, broadcast and online. For any usage other than PR, and questions on permissions, please contact [mediarelations@thinkhouse.ie](mailto:mediarelations@thinkhouse.ie).



# PRESS RELEASE

A template press release has been created with strong hooks to interest media and drive awareness of National Heritage Week, and all event organisers are welcome to use this template and add details of their own events before issuing to local media.

The template press release will be available to download from the 'Promote your Event' section on the National Heritage Week website.



# INTERVIEW REQUESTS

To spread awareness and encourage participation in this year's event, there are key figures available for interview. Imagery will also be provided. Please note, all interviews will be organised pending availability.

Within The Heritage Council, there are a number of individuals who can be called on to give a more detailed account and insight into the events taking place during National Heritage Week.

## LIST OF AVAILABLE INTERVIEWEES

**Lorcan Scott** [lscott@heritagecouncil.ie](mailto:lscott@heritagecouncil.ie)  
Wildlife Officer and happy to take any calls on wildlife/Wild Child Day and Water Heritage Day

**Ian Doyle** [idoyle@heritagecouncil.ie](mailto:idoyle@heritagecouncil.ie)  
Archaeologist and Historic and Walled Towns Expert

**Beatrice Kelly** [bkelly@heritagecouncil.ie](mailto:bkelly@heritagecouncil.ie)  
Head of Policy / National Heritage Week.  
An expert on all things heritage related.

**Virginia Teehan** – CEO. Contact Anne Barcoe, [abarcoe@heritagecouncil.ie](mailto:abarcoe@heritagecouncil.ie)

**Tel: 056 777 0777** for all staff.  
To organise an interview and to see who is available contact [mediarelations@thinkhouse.ie](mailto:mediarelations@thinkhouse.ie).



# LOCAL MEDIA SELL-IN GUIDELINES

When reaching out to local media, it's recommended to first contact journalists via a personal call. Introduce yourself, then provide information about National Heritage Week, including the key messaging provided in this toolkit.

Follow on by asking if their publication can help spread the word. Once this initial approach has been made, follow up immediately with everything the journalist may need: imagery, release, potential interview options etc. The goal of our outreach is to make the journalist's job as easy as possible by essentially constructing the article for them.

If the journalist has any questions that you cannot answer, please contact: [mediarelations@thinkhouse.ie](mailto:mediarelations@thinkhouse.ie).

# COMMUNITY GROUPS

It's important to reach as many people in your locality. It may be useful to send information and imagery to local community groups to encourage them to take part in National Heritage Week events. Suggested groups include local GAA clubs, rugby clubs, Foroige and farming associations.



# OUR PARTNERS

## FÁILTE IRELAND

The key role for Fáilte Ireland, the National Tourism Development Authority, is to support and help the Irish tourism industry to meet the challenges facing the entire global tourism market and to sustain, or increase, the level of activity in the sector.

[www.failteireland.ie](http://www.failteireland.ie)

## COUNCIL OF NATIONAL CULTURAL INSTITUTIONS (CNCI)

The Council of National Cultural Institutions (CNCI) is made up of eleven institutions which lie at the heart of Irish culture. It was established in 1998, with the goal of combining their talents, experience and vision, in order both to facilitate their own development and to further the wider national cultural interest.

### The National Cultural Institutions are as follows:

Chester Beatty Library  
National Library of Ireland  
Irish Museum of Modern Art  
National Museum of Ireland  
National Archives  
The Abbey Theatre  
National Concert Hall  
The Arts Council  
National Gallery of Ireland  
The Heritage Council  
The Crawford Gallery

[www.cnci.ie](http://www.cnci.ie)

## THE OFFICE OF PUBLIC WORKS (OPW)

The Office of Public Works is one of the oldest State bodies in Ireland, having been originally established in August 1831. The OPW's mission is – 'To deliver, in support of Government policies, high quality customer services in property, flood risk management, general procurement and heritage in the most sustainable, efficient, and economic way possible'.

OPW has responsibility for the day-to-day management of a range of the built heritage including its conservation and presentation. Most of the State's prime monuments and archaeological sites are included in the collection of over 700 National Monuments in the care of OPW. For further information about monuments and sites in the care of the OPW visit: [www.heritageireland.ie](http://www.heritageireland.ie).

# OUR PARTNERS

## **NATIONAL PARKS & WILDLIFE SERVICE (NPWS)**

The National Parks & Wildlife Service (NPWS), part of the Department of the Environment, Heritage & Local Government (DEHLG), manages the Irish State's nature conservation responsibilities under National and European law. NPWS is charged with the conservation of a range of ecosystems and populations of flora and fauna in Ireland. A particular responsibility of NPWS is the designation and protection of Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Natural Heritage Areas (NHAs). Consultation with interested parties is an integral element of the designation process.

[www.npws.ie](http://www.npws.ie)

## **THE LIBRARY COUNCIL**

An Chomhairle Leabharlanna – The Library Council is the advisory body on public libraries to national and local government in Ireland. An Chomhairle Leabharlanna (The Library Council) was established by the Public Libraries Act, 1947. The functions of the Council, as set out in the Local Government Act 2001 include:

The provision of advice, assistance and services to library authorities in relation to the public library service,

The making of such recommendations to and the provision of such services for the Minister in relation to the public library service as the Minister may request or as the Council sees fit,

Action to promote and facilitate library co-operation, The maintenance and operation of the central library established under section 2 of the Act of 1947.

[www.librariesireland.ie](http://www.librariesireland.ie)

# CONTACT INFORMATION

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The National Heritage Week comms team is on-hand to provide support with any queries relating to PR materials, media and influencer outreach, PR tactics and media evaluation. For any questions and queries, please contact [mediarelations@thinkhouse.ie](mailto:mediarelations@thinkhouse.ie)



**THANK  
YOU**