



ELY DIOCESAN ASSOCIATION OF CHURCH BELL RINGERS

Patron: THE LORD BISHOP OF ELY

OPPORTUNITIES TO INCREASE AWARENESS OF RINGING BY GENERATING MEDIA COVERAGE

Although events like 'All The Bells' and the floating belfry at the head of the Queen's Diamond Jubilee Thames Pageant flotilla helped to increase public awareness of bell ringing in 2012, there's more we can and should do at Diocese and District level in 2013 to keep getting our message across. The more people know and understand about bell ringing, the more likely we are to be successful in recruiting new ringers - and getting lapsed ones back on the end of a rope.

Regional and local media are always looking for interesting news items from the community and, if approached in the right way, will publish stories and articles about such things as bell ringing. We should therefore take a pro-active stance, but to be attractive to local media and generate coverage there has to be some sort of 'twist' or human interest element in the story.

As the Association's Public Relations Officer, I can provide a channel to the media for such stories and use a variety of techniques to get as many of them published as possible, but I do need individual towers and District Secretaries to feed information to me - either well in advance of planned events or as soon as you become aware of a 'story' you think could make the news.

To help you identify potential media coverage opportunities here is a list of examples - by no means exhaustive - of the sort of 'stories' most likely to get attention:

- Upcoming tower and District 'open days' or recruitment events
- Ringing for special occasions as part of national initiatives eg *Queen's Diamond Jubilee*
- Launch of fund-raising campaigns for bell repair or restoration
- Dedication of restored or new rings - especially if local benefactor involved
- Age-related stories about your ringers eg '*Still ringing at 90...*' or '*Youngest ever band...*'
- Charity 'stunts' by ringers eg *Ringathon for Children in Need*
- Visits to your tower or District by ringers from overseas
- Members of your band ringing overseas (especially if they have photos)
- Engagements and marriages between ringers who 'met in the tower'

So please let me know if and when you think you have something worthy of publication and I will do my utmost to get it in the appropriate local, regional or even national media. Just give me the basic story in your own words, all the facts and any photos, and I will write and send out suitable press releases, following them up by phone, although there are no guarantees in PR!

Please e-mail your information and photos to pro@elyda.org, making sure you also copy your District Secretary. **If you are not able to send by e-mail**, please send written information via your District Secretary. I will acknowledge, confirming whether your 'story' is suitable for issue as a press release, which I will send to you for checking before issuing to the media.

If you are unsure whether to send something, please feel free to call me on 01353 649428 or 07889 712098 to discuss. In the meantime I look forward to receiving your 'stories' in the months ahead.

Many thanks.

Peter Binns

Public Relations Officer