

Churches Together in England

THE ART OF MEDIA ENGAGEMENT

Thursday 16th February 2023

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religionmedaicentre.org.uk





Rationale

- We don't blame the media – we concentrate on our Media Comms
- Media is an opportunity – we are all broadcasters now
- We shouldn't expect to be puffed or soft soaped
- We must understand the media – its role and its job
- As leaders you are expected to communicate
- Interview training covers all the skills

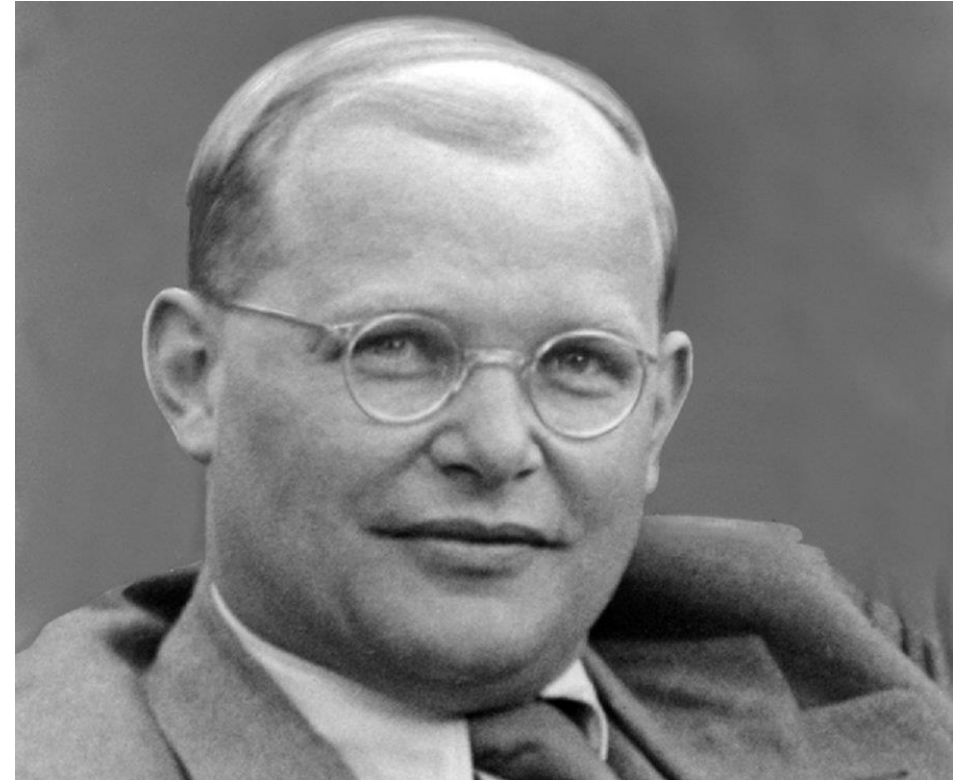
Understanding the media

- Media people twice more likely to be irreligious
- Pressures of time and space (too many words)
- Sound-bite culture v complexity
- People have short attention span – grab them quickly
- Bad news/good news
- Avoid religion speak



Guiding Principle

“It is not for us to prophecy the day when people will once more ask God that the world be changed and renewed. But when that day arrives there will be a new language, perhaps quite non-religious. But liberating and redeeming as was Jesus language. It’ll shock people. It’ll shock them by its power. It’ll be the language of a new truth proclaiming God’s peace with the world.” Bonhoeffer: Agent of Grace



What do journalists want?

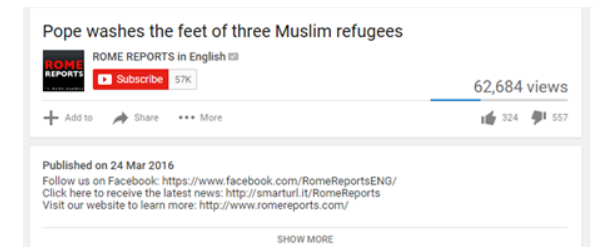
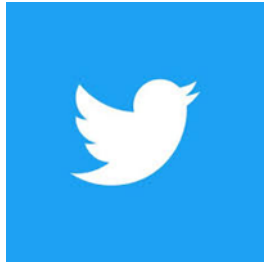
- A story
- New news
- Information
- Facts and figures
- Interesting
- Illuminating
- Unusual
- Controversial
- Relevant
- Timely



- Who is your audience?



SOCIAL MEDIA





Key Messages

- What are you trying to say?
- To whom?
- 3 messages - ranked in priority
- Supporting arguments for each
- Stats
- Use stories
- Colourful language
- Take me there - make me care





KEY MESSAGES

- Members of the Salthouse community gathered by Salthouse church on New Year's Eve for a special tree planting of the "Coronation Oak" in honour of King Charles Coronation
- The sapling had been reared from a seed taken from the most famous tree in the country - the Major Oak in Sherwood Forrest - the tree that sheltered Robin Hood and his Merry Men.
- Reg Harris - an Arborist who works at Sherwood Forest and lives in Salthouse, had cultivated the acorn four years ago and said that the oak could live to be a 1000 years old and will accommodate up to 1000 types of invertebrates.
- Merlin Turville Peter, who had the idea to plant the tree, welcomed the members of the Community and said that "although many of us would not see it in its grand state ... if it's cherished it will survive for a long, long, long time" he then invited the youngest member present to cut the ribbon.

Stuart Anderson



The gathering at the planting ceremony for the oak in Salthouse, north Norfolk. Inset, The Major Oak in Sherwood Forest

Pictures: SUPPLIED/PHIL LOC

Famous tree's acorn planted in Norfolk

STUART ANDERSON
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Britain's most famous tree now has an "offspring" in north Norfolk.

A four-year-old tree grown from an acorn of the Major Oak – where Robin Hood and his merry men are said to have taken shelter – has been planted at a churchyard in Salthouse, west of Sheringham.

Merlin Turville-Petre, who lives in the village and runs a community group there, came up with the idea of planting the tree, which has been named the Coronation Oak.

Around 30 people were at a planting ceremony for the tree in an extension to the graveyard of St Nicholas' Church on New Year's Eve.

Children and dogs played as a champagne cork was popped to mark the occasion.

Mr Turville-Petre said: "Although many of us will not see it in its grand state,



if it's cherished it will survive for a long, long time."

Arborist Reg Harris gave a talk about how it was nice to be able to bring a bit of Sherwood Forest to the north Norfolk coast.

And nine-year-old Seb Howard, the second-youngest person there, cut a ribbon to officially dedicate the tree.

Seb was given the honour as the youngest child present had been told by his school teacher that he was not allowed to handle "grown-up scissors".

Mr Harris, who works in

Sherwood Forest but lives in Salthouse, cultivated the acorn.

He revealed the oak could live to be more than 1,000 years old, and would provide shelter and nourishment for up to 1,000 different types of invertebrate animals, from worms to butterflies.

Mr Turville-Petre added that caring for the tree would become an inter-generational responsibility.

He said: "We have to protect it from rabbits and muntjacs, which are rife here."

The Major Oak was voted England's Tree of the Year in 2014.

A theory exists that its massive size and gnarly, twisted appearance may be due to it growing from a group of saplings that fused together, but this has never been proven.

The Major Oak's canopy is 28 metres (92 feet) wide and, although it is impossible to accurately date it, some say the tree is already more than 1,000 years old.

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CRISIS COMMS

- buy time
- who does what – decision tree
- prep with your team
- new threats - speed and timing
- internal messaging
- external messaging



Summary

- PREPARE
- Who is the audience
- What am I trying to say?
 - 3 key messages
- Succinct/concise
- Enjoy!