

Dear Organist,
Thank you for signing up to the *Toccata and Fugue* Celebration.

Please find enclosed:

Posters you can personalise to promote your event
A press release (hard copy); guidelines below.

Dealing with your local media

Because you are taking part in an exciting national event, the local media may be interested in your story. The press release template and the following advice will help you work with your local media **if you wish**.

Step 1: How do I complete the press release template?

- The accompanying press release is for you to send to your local media (newspapers, radio, and TV). This is also available on our website, bbc.co.uk/radio3.
- There are several gaps in the press release that you need to fill in with your details.
- Make the changes to these gaps and save it to a computer (or re-type if you do not have computer access). You are now able to email it to your local media or print it out for posting.

Step 2: Who should I send it to?

- The next step is to make a list of your local media.
- To do this, think about which local newspapers and radio/TV stations you consume and or enjoy.
- You will then need to find out their email or postal address. You can look in the newspaper itself, call directory enquiries, look in Yellow Pages or search the Internet.

Step 3: How do I send the press release out?

- There are two ways to send the release to the media.
- The first is to send it by email. You will need to telephone first to ask for the email address.
- Or, if you prefer to send it by post, address the envelope to 'News Editor'.

To give the media time to respond, we would recommend sending the press release out around **Friday 2nd December**

Step 4: What next?

- Hopefully they will like the story and will want to send a reporter or photographer to the event. If so they will probably call you beforehand.
- Keep an eye out for newspapers, radio and TV who might cover the story on the day or after the event.
- You can send in your photographs from the event to: abachxmas@bbc.co.uk or post them to 'A Bach Christmas, BBC Radio 3 Interactive, Room 4352, Broadcasting House, London W1A 1AA'.
- Please note photographs cannot be returned and we cannot guarantee if they will be used.

Good luck!