

**'THIS IS LIFE'**  
**Press & Media Guidelines**



**13th August to 18<sup>th</sup> August 2012**

**INTRODUCTION**

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The local press and media are aware of Newday and the This is Life social action projects which are taking place as part of the event.

At previous Newday events press and media have shown great interest and so you need to be prepared should they want to visit the project you are hosting/leading.

We have put together these notes to help you with a few tips and ideas. Please read this carefully as it is important we are all agreed on what is broadcast.

It is essential you comply with Newday Child Protection guidelines. Make sure you are wearing your Newday badge/Newday Leaders T-shirt to aid identification.

**BASIC QUESTIONS TO CONSIDER**

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• **What is Newday?**

A Christian youth event – it's been running for over 5 years, and has previously been at Newark and Derby. It will be in Norwich for the next few years

• **Is it an event just for Christians?**

The young people come in church groups and there are a mixture of people. The majority are Christians. They have come from all over the UK, London, Manchester, Bedford, Birmingham, and also from overseas.

• **How many people are on site? Going out on projects each day?**

Around 6000 young people will be on site. Between 3000 and 4000 will be taking part in social action projects.

• **What other projects are happening?**

Have a few in your head or have the info with you about other projects. Don't quote ones that have already happened/finished!

• **What do you hope will be the impact of the project you're involved in?**

Express something of God's love to the local community, helping and serving those in the community, have fun together...etc

• **How do people find out more about Newday?**

Make sure you know the Newday website ([www.newdaygeneration.org](http://www.newdaygeneration.org)), the This is Life Website ([www.thisislife.org.uk](http://www.thisislife.org.uk)) and also your own website of your local church. If the interviewer doesn't ask you how to find out more make sure you tell them! E.g. if you are in Aylsham

mention your local church name (Aylsham Community Church) and where you meet if you can – make it easy for listeners/viewers to find out more.

## **Interesting Stories**

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Look out for interesting stories about your project that the press and media might be interested in. There may be happy residents that might like to talk to the press and media...

## **Interview Tips**

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- Be relaxed and natural. Don't be star struck! Smile and give eye contact during the interview, don't look at the floor whilst talking.
- Build a rapport with the interviewer, they are normal people, talk to them normally. It's a conversation, not Mastermind!
- Remember they are going to ask you about what you're doing, so it's quite simple, they're not likely to ask you something you don't know the answer to!
- Keep your answers fairly short, no rambling. Speak clearly and slowly.
- Be confident talking about God but be remember your audience.
- AVOID using any in house terminology (Stef, Joel, Newfrontiers) and AVOID Christian jargon at all times. It is not helpful!
- Try not to 'um' and 'err'...!!
- They will want to control the interview which is fine, but be very aware of them leading you off track. Try and give them what images/interviews they want but at the same time be wise and discerning. It's not about your 15 minutes of fame, but about us giving Newday / This is Life, your local church and God, good positive coverage!
- LISTEN to their question carefully and don't rush an answer. If you don't know the answer don't make it up on the spot!
- If media want photos/tv images just scan carefully that there are no controversial logos on t-shirts that wouldn't be good on a shot (e.g. FCUK) though most delegates off site will be wearing Newday t-shirts.
- Sound happy and look cheerful! Even if you're wet and dirty!
- Mention Newday / This is Life as much as you can, and the Norfolk Showground.

## **Interviewing Children/Young people**

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Child Protection is a very important issue with regards to the media. Be aware that some children could well be in care for example. In this instance we are responsible that their photos and names are not broadcast or published by the press or media.

Most reporters will want to interview some delegates. Don't pick a huge crowd as it will sound/look chaotic. Select 4 or 5 willing delegates who are happy and able to speak. Encourage those you know to give it a go. Remind them not to interrupt one another!

**IMPORTANT!!** All delegates wishing to be interviewed must complete the attached permission form. Where possible try to use delegates aged 16 and over. Under 16's will need their form approved by a responsible adult from their group.

## **Photographing or filming children/young people**

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If newspaper/tv want photos/images you must have prior signed parental consent from any delegate UNDER 16. We will ask local church leaders to have some completed parental consent forms for some delegates, but cannot guarantee this.

**IMPORTANT!!** All delegates that are happy to appear in photography or film must complete the attached permission form. Delegates under age 16 should not be photographed by the press/media (unless we have prior signed consent from their parent/carer).

This does not apply to general group photography of delegates where faces/recognisable features are not visible. Where possible, try to encourage the press or media to use general group photography or film. It makes our lives much easier!

Make sure you or another responsible adult from the project accompanies the media at all times and helps them as possible. It is not wise to let them interview or photograph/film any delegate without you being there – this way we know what is being reported/broadcast/published.

They should be fine about this but if they are 'funny' about it just remind them it's a Child Protection issue, you don't need to go into detail.

## **Contact Details**

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Most of the press and media will have been briefed about the above so you shouldn't have any major issues. If you are unsure about anything, or there are questions, queries you can't answer please get in contact with:

Ailsa Magee – Project Coordinator –01603 765795 - Email: [projects@thisislife.org.uk](mailto:projects@thisislife.org.uk)