



BE HEARD. GET NOTICED.

MAKING THE MOST OF BEING A FINALIST



What's your plan?



What, Who, Why, When,
Where, How?



What?

What are your objectives? What do you want to achieve?

Examples:

- Prepare a press release for local and national distribution on 8 Nov.
- Achieve a guaranteed feature about my business in a regional publication by 22 Nov.
- Publish a blog on my website about the awards by 8 Nov.
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Who are your audiences and how are you going to reach them?

- Who do you want your messages to reach? The media, investors, existing customers, existing staff, potential employees, key opinion formers etc. Draw up your own list.



Why?

This is a golden opportunity to tell people why your business is outstanding, but what are those key messages and are they...

- Believable?
- Simple to understand?
- Positive?
- Targeted?



Examples

- Most haunted venue in the UK
- Historic gem with a modern vibe
- Happy girls achieve



- What are your 3 key messages for customers? Do they set you apart? Jot them down then test them on the person next to you.



When?

- Create a plan for the next 12 months, detailing how you are going to communicate your award throughout that period.

e.g.

November to January

February to April

May to July

August to October



Where?

- Online
- Offline
- On site



How?

- Blogs
- News releases
- Features
- Reviews
- Advertising
- Advertorial
- Leaflets
- Facebook
- Instagram
- YouTube
- Twitter
- Events
- Email marketing
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How to get yourself noticed by the media

- Look at the publications or online sites that you want to get into/onto
- What sort of stories do they cover?
- Who is writing them?
- What's your angle?
- Do you have the skills to write your own press release or feature. If not, who does?



Key elements of a press release

Content:

- Heading – you want to grab the news editor's attention
- Bold first paragraph which contains the gist of the story
- What, where, when, why, who and how – this should provide you with an information framework
- Quotes – it's often useful to include at least one
- Photo and photo caption



Key elements of a press release

Style:

- Short sentences
- Short paragraphs
- Simple language – a 12 year old should be able to understand it
- Well chosen words that convey a lot



Halloween highlights for UK's most haunted venue

It's that spooky time of year and there can be few places spookier than Bodmin Jail – a place once known for its public executions. Dubbed one of the UK's most haunted places, staff at the former prison will be celebrating Halloween week not just with additional ghost-themed events, but also with the announcement of a 4% increase in summer visitor numbers and shortlisting success in the Small Attraction of the Year category of the 2018 Cornwall Tourism Awards.

Given all that is going on at the Jail as construction work progresses on the 63-bedroom hotel that will open in autumn 2020, such achievements are especially significant. A large proportion of the building is covered in scaffolding and parking is limited - challenges that General Manager Martin Lyall and his team have been confronting with gusto.

“We knew we'd have to work even harder to remind people that we're very much open and have a lot to offer,” said Martin. “That's been achieved by introducing new exhibition space, keeping our admission price the same and investing commitment in our Governor's Hall as both an excellent restaurant and a wedding or conference venue.

“Our figures show that July was challenging thanks to the heatwave that understandably drew people to the beach, but August was a record-breaker and September was very good too. Those results, on top of being chosen as category finalists in the Cornwall Tourism Awards, are a real testament to the efforts of everyone employed here.”

As well as the ever-popular After Dark nights that are led by the Jail's resident medium, scary movie evenings and other super-creepy activities, Bodmin Jail's Halloween week will also be marked by the tourism awards evening in Truro Cathedral – spookily held on 1 November, All Saints Day.

Ends

18 October 2018

Photo: As captioned

Media enquiries: Sue Bradbury, SBPR Ltd, 01326 567184



Sue Bradbury goes on a pre-Halloween tour of Bodmin Jail with medium Kirsten Honey

Asking Kirsten Honey when she first saw a ghost is like asking someone else what they had for breakfast. "Yesterday," she answers with a smile and no hesitation. "I was talking to a colleague in the Governor's Hall when I saw a man walking through. He was in his late-1800s, early-1900s, a bit rough around the edges and was wearing working clothes - possibly from the Victorian era. He moved through quickly and, like all manifestations, was slightly out of focus. I could not see his face through the glass."

Kirsten (pictured) is a medium who works full time at Bodmin Jail. She has long dark hair, an expressive, friendly face and eyes that seem to see right through you. Which is what, she says, she's able to do.

"I can see things," she explains matter-of-factly. "I've had perceptual abilities my whole life, though I first became properly aware of them when I was in my teens. That's when I realised that what seemed normal to me wasn't necessarily so for everyone else. My hearing, seeing, feeling, thinking and smelling - I would connect with the spirit world and pass on messages."

Kirsten, who has six children, grew up in Truro, but a while she lived in the north east of the country but then moved back to Bodmin. Her first encounter with the town's jail was relatively innocent.

"I'd gone shopping when there was a robbery at the local hardware store - and bang, bang, bang, the lot. I ran up the hill and for some reason decided that what was happening in my phone. Most likely that was when I had my first experience. A big ball of light that appeared to have taken its time to get there, but when it reached the ground, it contacted the ground's potential heat and showed them the clip. That led to some of my experiences about the jail and the prisoners and I gradually began to become involved in the subject - asking questions, doing my own research and developing my own manifestations and skills. It was a natural progression for me to start working on the other dark experiences - usually in a not regional local but, normally four years ago, on a



Unlocking jail's secrets

full-time member of staff? Built in 1776, Bodmin Jail has a well-earned reputation for being one of the most haunted places in the UK. Plenty of people were hanged there, while others endured months or years of imprisonment for seemingly petty crimes like stealing honey or milk from a cow.

"Death is part of life and our stories aren't told," says Kirsten. "This is an amazing building that absorbs energy and positive emotions. Strongly, negative, angry emotions - there are times when they're very much in evidence and I can hear shouting, cursing, crying and the sound of something being pulled across a floor. Things go missing, disappear or get thrown around. On other occasions, I've felt a child's hand in mine and get a sense of a thought or a number of words coming out of the old world. The child's not anything when I greeted him but he'd 'looked' up at me, smiled, his hands were scratched up by his pockets and, having acknowledged me briefly, disappeared. Those kinds of incidents happen regularly here."

Does she get frightened? "No, I get absorbed and not scared. And I feel very privileged to get an indication from the dead that they're struggling - the relative the example of a couple who were being kept in the jail's Adel Dark cells."



"I was told they needed to look at the remains of a tin in their hands. They went away at the end of the session, found the tin and when they looked inside experienced a very powerful moment that dramatically improved their circumstances." On another occasion, some visitors were mysteriously quiet when Kirsten invited spirits to connect with those present by

admits that her patients sometimes "take the life" out of her. She also says that even during daylight hours, strange things can happen.

"There have definitely been moments when I haven't felt alone - even though I know I should have been," she says.

With a new six-bedroom hotel being built, an increase in visitor numbers and being selected as a finalist in this year's Cornwall Tourism Awards, there's clearly lots going on at Bodmin Jail - especially at Halloween. "There's got children's parties, a murder mystery night, scary stories in our cinema hall, of course our every popular After-Dark experience which starts at 4 o'clock with a three-course meal and ends with a return to the living world at 10pm - including on the night of Halloween on Tuesday next week. "Spookiness is guaranteed."

Do things ever get out of hand? "We request the spirit world," says Kirsten. "Problems occur when people take offence with it, not knowing what they're doing and what they could be unleashing."

"We get plenty of requests from overseas and I quite like that. We've had lots of people searching for a flat building wants to change history's story about what they think, believe in, it all." For details visit bodminjail.org



Press release

Awards help growth and learning, says Old Barn owner

Stephen Chidgey, the owner of a self-catering holiday property in Tregonetha, says entering and subsequently winning awards has increased bookings and improved the service he provides.

For a third consecutive year, The Old Barn has been shortlisted as a finalist in the Cornwall Tourism Awards. Recent accolades have included winning gold in the self-catering category in both 2016 and 2017 and following that success up with gold in the South West regional awards.

“I’ve learnt so much since I first started entering and the business has really benefited,” said Stephen. “It’s made me really think about every aspect of customer service and what was needed to set ourselves apart. I’ve also met other people in the industry through the workshops and other events that Robin Barker and his Services for Tourism team organise and that’s proved inspiring too.

“Tourism is vital for the Cornish economy and it’s in all our best interests to make our visitors feel valued and special. This year’s summer has been spectacular, but we can’t just rely on the weather to give people a good time.”

Every Cornwall Tourism Awards’ applicant gets feedback on their entry and there are three phases in the judging process. Winners will be announced on 1 November in a glittering ceremony being held for the first time in Truro Cathedral. There are 77 selected finalists and 26 award categories.

“I’m really looking forward to it,” said Stephen, who is up for a Responsible, Ethical and Sustainable award. “There aren’t many opportunities to get together with so many people working in the tourism business – and that’s why it’s a calendar highlight.”

Ends

26 September 2018

Photo: As captioned

Media enquiries: Sue Bradbury, SBPR Ltd, 01326 567184



some wonderful places but nothing can beat The Headland.

"The team are incredible – definitely some of the best people I've ever worked with.

"We've had an extremely successful August in terms of the number of treatments provided and, with some special events happening in the coming months, autumn is looking busy too."

Officers from Newquay police station, supported by the Force Support Group based at Bodmin, detained a 49-year-old local man after conducting a search of the property on the Mayfield Estate.

Operation

The operation was carried out as part of a pre-planned arrest in connection to an allegation of rape in the town last November.

The man was interviewed on suspicion of rape and possession of drugs with intent to supply and

later released under investigation pending further inquiries by Newquay CID.

Inspector Dave Meredith believes the streets of Newquay are a lot safer following the seizure.

Insp Meredith said: "Following the arrest and during a search of the premises a large amount of controlled drugs and money was seized. The suspect was subsequently interviewed by detectives at Newquay Police Station on suspicion of rape and possession with intent to supply. He has now been

seizure. Police will continue to take robust action against anybody involved in the supply of controlled drugs.

Streets

"We continue to ask our public to work with us and help keep our streets safe."

● People can report criminality to 101 or 101@dc.police.uk. Members of the public can also provide anonymous information on drug dealers to the police via Crimestoppers on 0800 555 111.

Awards boost holiday property service



QUALITY: Stephen Chidgey (left) and partner Allen Puckey with an award.

THE owner of a self-catering holiday property in St Columb Major says winning awards has increased bookings and improved the service he provides.

Stephen Chidgey, who runs Old Barn at Tregonetha, which has been shortlisted as a finalist in the Cornwall Tourism Awards for a third consecutive year, states accolades have helped growth and learning. Accolades have included winning gold in the self-catering category in both 2016 and 2017 and following that success up with gold in the South West regional awards.

Stephen said: "I've learnt so much since I first started entering and the business has really benefited. It's made me really think about every aspect of customer service and

what was needed to set ourselves apart. I've also met other people in the industry through the workshops and other events that Robin Barker and his Services for Tourism team organise and that's proved inspiring too.

"Tourism is vital for the Cornish economy and it's in all our best interests to make our visitors feel valued and special. This year's summer has been spectacular, but we can't just rely on the weather to give people a good time."

Old Barn at Tregonetha is up for a Responsible, Ethical and Sustainable award at the 2018 Cornwall Tourism Awards, which will be announced at Truro Cathedral on November 1.



How to get into the media

- Press releases
- Features
- Invite journalist to visit
- Identify yourself as an expert
- Competitions
- Videos
- Radio and TV interviews



What makes a good story?

- Topical
- **R**elevant
- **U**nusual
- **T**rouble
- **H**uman



Egypt wanted to send a message to other countries that they were a rich and powerful nation....

All without Twitter! Imagine that...

