

NetworkNEWS

Media law for the PR industry

Media Law affects everyone working in the media, none more so than journalists and those in PR. Defamation, Data Protection, Human Rights, Freedom of Information are all part of what has become an ever-changing, complex web of legislation and litigation.

Francis Shennan LL.B, is a rare combination of working journalist and university lecturer in Media Law. He worked as a sub-editor at the Daily Record and Mirror, and Scottish Business Editor at the Sunday Times,

before turning freelance, going on to win one Scottish and three UK Press awards. Francis has lectured at Napier, Strathclyde and Glasgow Caledonian Universities, and runs courses for Johnston Press, Associated Newspapers and the National Union of Journalists.

He has also devised and conducted media training for blue-chip companies including Bank of Scotland, Scottish Widows and KPMG, and can provide the answers to some puzzling questions, such as why

comedian Spike Milligan was awarded 96p damages.

Francis will speak at the Media Law event which is being held at **The Robert Gordon University's Faculty of Health and Social Care on Thursday 19 March**. There will be an opportunity for networking following the presentation and catering will be provided. Cost is £15 to members and £20 for non-members. For students there is the choice to attend the presentation only, for a fee of £5.

EVENTS CALENDAR

MARCH

Media Law for the PR Industry
The Robert Gordon University's Faculty of Health and Social Care on Thursday 19 March.
Book your place with –
julie@prime-promotions.com

APRIL

Theatre Night at HMT
Aberdeen Performing Arts plus Blood Brothers
8 April His Majesty's Theatre.
Book your place with –
neil.jones@cairstone.co.uk

Media Training

Thursday 23 April
STV headquarters.
Book your place with –
andrew@
exclamationmarketing.co.uk

MAY

Annual Careers Event for Students
Thursday 7 May,
The Robert Gordon University

JUNE

Summer Social Event
Details to confirmed soon.

OCTOBER

Grampian Media Ball –
Friday 23 October 2009
The Marcliffe at Pitfodles

Media training event to take place at STV

The Grampian PR Group will be hosting an event on **Thursday 23 April** to meet an expert panel consisting of senior editorial staff from STV and a media trainer from The BIG Partnership. They will deliver a series of presentations on best practice for communications professionals when approaching broadcast journalists.

The evening will provide the opportunity to learn about how to select and prepare an appropriate spokesperson, what is expected of an interviewee, top

tips for a successful interview, and what are broadcasters looking for.

This event will include a finger buffet, a tour of the STV Newsroom and a live demonstration of the editing process. Space is limited to 25 people with the first 6 arrivals on the evening getting the opportunity to see the news broadcast live from the News gallery. The event will run from 4.45pm for 5pm to 8pm and costs £15 for members, £20 for non-members.

2009 programme kicks off with 'Promoting Aberdeen City and Shire' event

Our packed programme for 2009 kicked off in January with a distinctly Scottish evening at the Palm Court Hotel, where members gathered for our 'Promoting Aberdeen City and Shire through PR' event.

After enjoying a hearty meal of haggis, neeps and tatties, attendees enjoyed a presentation from Ken Massie, VisitScotland's regional director, which gave an insight into the organisation's PR aims, strategies and tactics for attracting people to the country.

Touching on a number of interesting areas, Ken detailed, for example, the various stages undertaken to target potential visitors and guided attendees through specific campaigns and examples of PR.

After Ken rounded things up with an overview of VisitScotland's Homecoming Scotland 2009 initiative, explaining the key messages the organisation aims to deliver, Rita Stephen, development manager at the Aberdeen City and Shire



Ken Massie, VisitScotland's regional director

Economic Future (ACSEF), then stepped up to outline the organisation's aims and the importance of PR in achieving these.

After providing an overview of the North-east's key sectors, Rita explained ACSEF's economic action plan and what must be achieved if we are to continue to see the area flourish in the years to come.

The event was attended by 24 delegates who all thoroughly enjoyed both presentations.

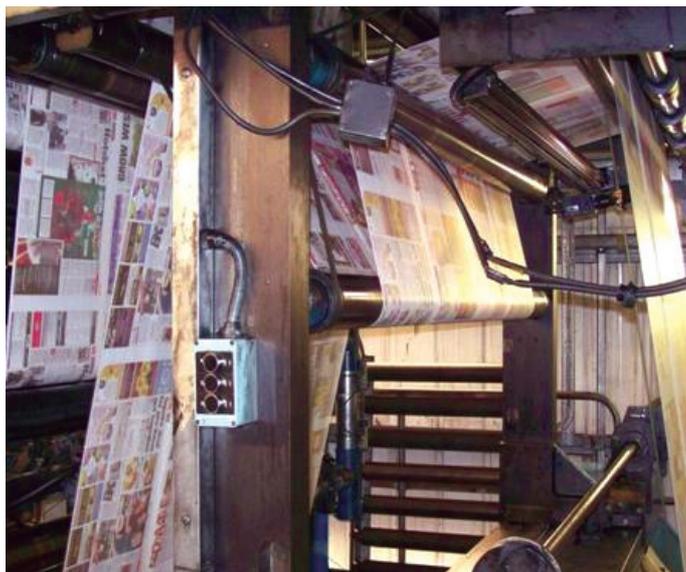
Communications professionals 'Meet the Media' at the Press & Journal

Our ever popular 'Meet the Media' events continued with a recent evening hosted by the Press & Journal. The event offered the opportunity to find out about the workings of the biggest regional morning newspaper in the UK.

Richard Neville, Deputy Editor, and David Knight, Assistant Editor, of the seven daily editions gave an insight to how the newspaper operates. They were also on hand to answer questions from the attendees who were keen to use this opportunity to find out how best to approach journalists and editors with stories.

After finding out about various issues, such as best ways to contact the editorial team and the relationship between the Press & Journal and its sister paper the Evening Express, the group was treated to a tour of the offices and printing press.

The tour took in the advertising



Press & Journal on the press. Image courtesy of the Press and Journal

and editorial offices, before moving on to the production side of things. Visitors were shown the plate making room where pages are pressed onto aluminium sheets before being pressed onto paper and then onto the sheets for the

newspaper using the web offset printing technique. And although not in operation at the time, visitors were still impressed by the huge print room where the newspapers finally come out.

Media Ball set to return

The Grampian PR Group is delighted to announce that due to demand from members, the popular Media Ball is back for 2009. To be held at **the Marcliffe Hotel and Spa on Friday 23 October**, it's a definite date for your diary.

The event attracts around 300 media, PR and marketing professionals, and always proves to be a great night of fun and fundraising. As in previous

years, the Ball is being organised to raise funds for Aberdeen's Reading Bus and NUJ (National Union of Journalists) Extra.

We are looking for a small amount of sponsorship, in return for some great branding opportunities so if you are interested in getting involved with the Ball, please contact Shannon Tubby or Katrina Dunbar for more details.

Members' News

Grampian PR Group is launching a new section in Network News. The 'Members' News' area in each issue of the newsletter will give members the opportunity to share any news going on in their organisation.

Whether this is new appointments or developments in the business, we would love to hear about it. If you have any news to share, please contact Vicky Florence at vflorence@trickerpr.com

Website update

Work has now started on our new website, which will go live in April 09. The website, which is designed and supported by West End Computers, will feature updates on all our events, members' news, PR and communication vacancies, our members' directory and a picture gallery.

CONTACT US

Grampian PR Group is run by a committee of volunteers comprising:

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