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To gain better insights into / understanding of:

- **The media and what it is looking for**
- **What to do when the media makes contact**
- **Getting onto the front foot**
- **The power of key messages**
- **Social media best practice (when criticised publicly)**
- **Maximising value of PR**

People

Animal magic as young people enjoy farm visit

Children with sight and hearing loss got up close to a host of furry and feathered friends thanks to North East Sensory Services (NESS).

By Dawn Renton

Published 21st Nov 2023, 07:58 GMT



Ailsa and Fergus Milne enjoy a cuddle with a goat.

Understanding the media

share



What happens in football fans' brains when their team loses

Scientists used MRI scans to work out what supporters experience in the highs and lows of matches



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Save 

All fanatical football fans know that feeling when the red mist descends on seeing their team concede a crucial goal or lose an important match. Using MRI scans, scientists have now discovered what is happening in their brains.

Minimum wage to rise by more than a pound an hour to £11.44 from April as the largest increase in the National Living Wage in more than a decade sees it extended to all those aged 21 and over

By [DAVID WILCOCK](#), DEPUTY POLITICAL EDITOR

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The National Living Wage will increase by more than a pound an hour from April, the Treasury announced today.

Chancellor [Jeremy Hunt](#) said that the pay threshold will rise from £10.42 per hour to £11.44, the largest increase in more than a decade. It was announced tonight on the eve of his [Autumn Statement](#) tomorrow.

It will also be extended to 21-year-olds for the first time, meaning overall a pay rise of £1,800 a year for a full-time worker.

Style queens said to have nails out after Beckhams 'poach McCartney's nanny'

By Anita Singh
ARTS AND ENTERTAINMENT EDITOR

FINDING a perfect nanny is a difficult task. Hanging on to them can be even tougher, especially when rival offers come with a jet-set lifestyle attached.

Victoria Beckham has reportedly sparked a feud by poaching Stella McCartney's nanny, after hearing that she was "the best in town".

It is said to have caused such a rift that the women have reacted in the strongest way that social media-loving celebrities know, by unfollowing each other on Instagram.

The women, who each have four children, were friends for many years. Beckham's daughter, Harper, and McCartney's daughter, Ruby, are playmates who were pictured together when Harper hosted her sixth birthday party at Buckingham Palace in 2012.

Beckham followed McCartney into the fashion business when she launched her own de-

'Victoria got [the nanny's] number and made her an offer. When Stella found out, she went nuclear'

signer label, and is now reported to have followed her lead when it comes to childcare.

"She wants the best for her family, and heard on the playground grapevine that Stella's nanny was one of the best in town. She got her number and made her a lucrative offer to jump ship. When Stella found out, she went nuclear," a source told *The Sun*.

According to the newspaper, Beckham then also attempted to recruit a member of McCartney's design team for her own label, which proved to be "the final nail in the friendship coffin".

It reportedly led to McCartney and her husband, Alasdair Willis, withdrawing an invitation to the Beckhams to attend a family party.

Beckham is said to be "distraught" by the severing of the friendship. The

Victoria Beckham, right, is said to have pleaded by email with Stella McCartney, for right, not to sever their friendship



source said: "Stella has lots of friends in high places and obviously Victoria does not want to become a pariah in the celebrity world."

"She sent an email apologising, and asking that their personal row should not be allowed to affect their families' friendship."

McCartney has spoken in interviews of treating her nanny as a "friend" rather than a staff member.

"I have a housekeeper and a nanny, though I find that weird jargon. I will her, I just want to call you a friend," she once said.

In 2017, McCartney, who guards her children's privacy by not posting pictures of them on social media, was said to be furious when David Beckham posted a picture including Ruby from Harper's sixth birthday party.

It was unclear how the Beckhams had come to use Buckingham Palace as a venue, but Harper and six friends pictured there with Princess Eugenie.

The Beckhams' nanny will have a hectic time coping with four children and their assorted friends.

Former Spice Girl Beckham has said: "All four kids bring all of their friends over to the house. So, when we come home ... there are always lots of children - I think the main focus is making sure they all leave empty handed and the act is still on the wall!"

"Brooklyn is 20, Romeo is 17, Cruz is 14 and Harper is eight. I've got so many kids! I always say it is less about parenting and more about crowd control when it gets to that many!"

Beckham personally prepares after-school snacks for the children, sharing a photo of them on Instagram: a tray of pumpkin seeds doused in liquid protein made from soybeans.

Representatives for both Beckham and McCartney declined to comment.

You think this song is about you?

The pop singer Lewis Capaldi was writing about his grandmother, not his ex-girlfriend, writes David Sanderson

You're so vain, Carly Simon sang, you probably think this song is about you. Exactly who the American had in mind remains a mystery, though she has said it referred to at least three men, naming one as the actor Warren Beatty.

However, Paige Turley, a former girlfriend of the pop sensation Lewis Capaldi, was unburdened by doubt when she heard his song, *Someone You Loved*: it was about her. Ms Turley, currently discussing such things in front of about two million people on ITV2's *Love Island*, apologised to Capaldi and confessed that she must have behaved terribly towards him.

There's only one problem — Capaldi was actually singing about his grandmother — the woman who "numbed all the pain" was a "nice old lady who makes you a nice bowl of soup" rather than the 22-year-old "loud, boisterous and fun" blond singer.

The Scot, 23, who stunned the music world when his debut album *Divinely Uninspired To A Hellish Extent*, became the best-selling album of last year, met Ms Turley at college in Motherwell, near Glasgow.

She was a former contestant on *Britain's Got Talent* while he was still unable to expand beyond pub sing-a-longs. The relationship ended in 2016 with Capaldi on the cusp of filling some of Scotland's leading venues.

Last month as she prepared to enter *Love Island* — a television show that puts around 30 nubile 20-somethings into a sun-drenched luxury villa and dangles a £50,000 prize in front of the pair who first "couple up" and then persuade the public they are deserving — Ms Turley apologised to Capaldi for her behaviour.



Lewis Capaldi's hit song had Paige Turley, left, who is currently starring in *Love Island*, thinking she was the inspiration, as Warren Beatty said he was for Carly Simon, right

me. Lewis, I'm so sorry. I must have been a bitch to you."

Well, perhaps. Capaldi insists that the pair "are on good terms" even though "she's not my girlfriend anymore".

"So when I found out she was on *Love Island* I was like, who cares?" Capaldi says in an interview in today's *Times* 2.

Ms Turley is cur-

South African villa after her initial liaison with 23-year-old landowner Ollie Williams failed to flare on air, not least because he left the show to get back with his ex-girlfriend.

"By all accounts she might win and best of luck to her," Capaldi added. "But *Someone You Loved* is not about Paige. It's about my grandmother.

"When you're little, your grandmother is a nice old lady who makes you a nice bowl of soup. As you get older you learn about who she actually is and, sadly, she passed away just as I started to find out about her life."

He added that "a lot of songs on the album may be about Paige, but *Someone You Loved* isn't one of them".

the identity of the subject. Beatty, had immediately assumed that it was him, according to Simon, while Mick Jagger, James Taylor and Jack Nicholson were other contenders.

The singer, now 74, only brightened speculation in 2004 when she said that one of the subjects of the song had a name containing the letters "n", "e" and "r". Just over a decade ago Beatty, now 82, was still insisting that he was the philanderer Simon was referring to. "Let's be honest, that song was about me," he said.

Someone You Loved, which was released last March, has become one of



Songs of praise

Joan Baez, Diamonds and Rust (about Bob Dylan)
As I remember your eyes
Were bluer than robin's eggs
My poetry was lousy you said.

Leonard Cohen, Chelsea Hotel #2 (about Janis Joplin)
I remember you well in the Chelsea hotel
You were famous, your heart was a legend.
You told me again you preferred handsome men
But for me you would make an exception.

John Lennon, Dear Yoko (Yoko Ono)
Even when I'm miles at sea
And nowhere is the place to be
Your spirit's watching over me dear Yoko.
Even when I watch TV
There's a hole where you're supposed to be

nominated as song of the year at the Grammys. The song introduced the wider music world to Capaldi who, it is almost universally acknowledged, does not tick all the boxes for dashing rock star, and paved the way for his number one album *Divinely Uninspired To A Hellish Extent*.

He once said — tongue in cheek — that he was "otherwise known as the Scottish Beyoncé".

In a separate interview yesterday with the Australian music channel *VMusic*, Capaldi said his grandmother had "died a few years ago".

"Classic death, know what I mean. Not coming back sorta thing." He said that while writing his album he had "got the melodies down" for another song but he "couldn't think of any lyrics".

Capaldi explained that he had been in a recording session with friends and told them that he had a melody but no lyrics and could not face writing "another heartbreak ballad".

Austen maestro

TIMELESS STORY HITS THE FLICKS

★ THE latest adaptation of Jane Austen's classic novel *Emma* is in cinemas now. It stars Anya Taylor-Joy in the title role, as well as Bill Nighy. It's the 23rd film based on Austen's works, but what else do you know about her? NATASHA WYNARCZYK finds out...

1 AUSTEN lived in a period where women were expected to be wives and mothers so she published her six books, which include *Pride And Prejudice* and *Mansfield Park*, anonymously. After her death in 1817, her identity was revealed.

2 THERE have been conspiracy theories about her identity, with one writer saying she was film Austen, who took up a female pen name.

3 SHE never married, but Austen had two love affairs which ended tragically. The first, Tom Lefroy, refused to marry her, while her second lover, named Blackhall, died young.

4 AUSTEN grew up with a suspected vampire in the house. Her father, Reverend George Austen, taught young students who stayed in the home. One was John Wallop, 3rd Earl of Portsmouth who was rumoured to have feasted on the blood of the Austens' servants.

5 SHE also brewed her own beer at home. Reportedly, her speciality was "spruce beer", which was made with molasses to give the liquor a sweet taste.



6 SHE dedicated *Emma* to the Prince Regent - later George IV - despite disapproving of the way he treated his estranged wife Caroline.

7 THERE are annual festivals in her honour. One is in Bath, where she lived for a few years, which also has a museum dedicated to her. There's also been Jane Austen festivals in Chicago and Kentucky, which see fans dressing up as the author and her most famous characters.

8 POPULAR films based on her books include *Clueless*,

which was based on *Emma* and updated from the Regency period to 1990s California, while *Bridget Jones's Diary* is loosely based on *Pride And Prejudice*. There's also a horror flick called *Pride And Prejudice And Zombies*.

9 FANS of her work include Gordon Ramsay and Chris Moyles. But Charlotte Brontë, who found fame as a romantic author several years after Austen's death, was not a fan and branded her superficial.

10 AUSTEN died aged

41, leaving £800 in her will. It's thought she died from either the hormonal condition Addison's Disease or Hodgkin's lymphoma.

11 HER will was split three ways between her sister Cassandra, her brother Henry and a woman called Madame Bageon, who was the secretary and cook for Henry's late wife.

12 THERE have been several fan fiction books about Austen and her characters, with the first dating from 1823. It was in a publication called *The Lady's Magazine*.



CLASSIC TALE: Anya, right, as Emma. Inset, writer Jane Austen. Below, Bill Nighy





- **Many journalists are doing multiple roles**
- **They are human beings!**
- **Often don't have a hardline agenda**
- **Represent a gateway to your audience**
- **Have to be communicated with using simple language**

- **Scotland has highest level of interest in news of UK nations (Ofcom)**
- **69% of Scots regularly get news from television, highest of the four nations (Statista)**
- **BBC Reporting Scotland and STV News at 6 still most common sources of news (though falling)**
- **24% of Scots regularly get news from printed newspapers, highest of the four nations (Statista)**



FINDING STORIES

-and telling folk
about them

Responding to a media enquiry

- **Current process?**
- **How do you feel when an enquiry lands? (Even at the prospect)?**
- **Are staff confident in the processes in place?**
- **Do you have any relationships or familiarity within the media?**
- **What's the first bit of advice you're expecting to hear?**



When media contact: best practice share

- **Time is precious!**
- **Deadlines can be very short**
- **Get in “good books” early**
- **Ask for more context from reporter (but be careful!)**
- **Keep a log of all contacts and sign offs**
- **Get to the root of the issue – ask the awkward questions of colleagues**

When media contact: best practice share



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When media contact: best practice share

- **RECOGNISE**
- **REGRET**
- **RESOLVE**



- **Be human, not what you “think” sounds right**
- **Be realistic about results**



When media contact: best practice share

- **Good / bad examples from Scottish housing sector?**
- **Who is “good” at PR? What are they doing?**

When media contact: best practice share

Daily Record

Bookmark 



R READ MORE

► Community resource centre in Whitlawburn continues to be a winner 30 years after lottery funding launch

Maurissa Fergusson, Director of Asset Management at Hanover Scotland, said: "At Hanover Housing, we place the highest priority on the wellbeing and safety of our residents.

"The ongoing lift outage at Maple Tree Court has caused significant inconvenience, and for this, we sincerely apologise. The impact on residents' daily lives, particularly those with mobility challenges, is fully understood and taken seriously.

"We can confirm that the necessary replacement parts for the lift have now been secured. Like many in our sector, we have faced significant challenges in obtaining these components due to global supply chain issues and changes in trade regulations.

"Despite typical wait times exceeding 12 weeks for such parts, we have successfully expedited this process to 6 weeks through persistent efforts with our suppliers.

R READ MORE

► New sporting memory group in Cambuslang is a great way to share your stories and make friends

"Throughout this period, our Housing Officers have been conducting regular welfare checks and door-to-door visits to affected residents to ensure their needs are being met. We have been providing frequent written updates to all residents regarding the progress of repairs and available support measures.



When media contact: best practice share

AFTER...

- **Be gracious (when reporter has been fair)**
- **Look for the opportunity (to go above and beyond)**



- **Responding to public complaints and attacks**
- **Signposting**
- **Consistent messaging**

- **Media is the gateway to your audience**
- **Build credibility**
- **Boost positive search engine results**
- **Validate and attract staff**
- **Boost stakeholder relations**
- **Differentiate in the market**
- **Identify your comms champions**



- **Characters**
- **Conflict**
- **Challenge**
- **Resolution / transformation**
- **Emotion and connection**
- **Breakthroughs / firsts**
- **Newsjacking**



Story spotting

share



Don't be a blocker

share



- **Sitting on the gold**
- **“Not willing to talk to tabloids”**
- **Overcomplicating**
- **Missing “multiple bites of the cherry”**
- **It’s not old till it’s told**
- **Neglecting the power of ASK**



Three features of great key messages:

- **Clear**
- **Concise**
- **Consistent**



- **Appeal to emotion**
- **Be cautious with numbers**
- **Be willing to adapt**
- **Remember the rule of three**



What next?

share

- **Put media at heart of communications strategy**
- **Easily repurposed for internal / tenant communications**
- **Drives social media strategy**
- **Broadcast media preparation**
- **Get organised**



Gain better insights into:

- The media and what it is looking for
- What to do when media contact
- Getting onto the front foot
- The power of key messages
- Social media best practice
- Maximing value of PR



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