

Communications Training Autumn 2011



THE CHURCH
OF ENGLAND

Diocese of Ripon and Leeds

PRACTICAL ESSENTIAL COURSES FOR CHURCHES



Digital photography and editing

July 20



Editing and designing parish
magazines and publications

Sept 21



The media, crisis management
and challenging interviews

Oct 12



Social media—benefits and risks

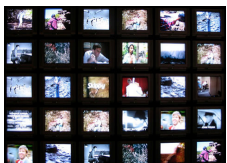
Nov 5



Making friends with the media
and publicising your church

Dec 14

Five new communication courses for Autumn 2011, meeting the practical needs of parishes and church leaders.



Digital photography and editing

July 20

Learn what makes good photographs and how to take them with practical exercises (bring your camera!) Discover computer techniques for editing and processing your digital images for publication and the Web. With John Carter, Press and Comms. Officer, and David Brighton, Lecturer and Web and Publications layout editor

Wednesday July 20, 10am - 1pm
Ripon and Leeds Diocesan Office, St Mary's St, Leeds.



Editing and designing parish magazines and publications

Sep 21

The popular and practical course for magazine editors, writers and those considering starting a parish magazine, which looks at how to make your magazine more readable and attractive. Story writing guidelines, news values, generating new ideas for your publication, editing techniques, good layout guidelines, gaining your readers' attention, desktop publishing.

With John Carter, Editor of Together, and Press and Communications Officer

Wednesday September 21st, 10am - 3.30pm
Ripon and Leeds Diocesan Office, St Mary's St, Leeds.



The media, crisis management and challenging interviews

Oct 12

A practical course providing a framework for coping with the media in a crisis, or unexpected situation. Topics cover: What to say when the phone rings; Writing a press statement; A crisis strategy; Being interviewed – with an opportunity for exercise in being interviewed. With John Carter, and David Brighton, Media Lecturer.

Wednesday October 12th, 10am - 3pm
Ripon and Leeds Diocesan Office, St Mary's St, Leeds.
Limited numbers. Booking essential



Social media - benefits and risks

Nov 5

Should you or your church be represented on Facebook, Twitter, LinkedIn etc? What are the benefits and what are the risks? With practical exercises, case studies, first hand experience, and expert advice.

A joint Lay and Clergy Development course with Communications.

Saturday November 5, 9.30pm—1pm

Ripon and Leeds Diocesan Office, St. Mary's Street, Leeds



Making friends with the media and publicising your church.

Dec 14

This practical course is for lay and clergy concerned to develop proactive relations with local newspapers and the media. Topics will include: What makes news, Writing press releases, Being ready for the interview, Who to contact, Timing of announcements, Follow up, RSS, Twitter and websites and more.

With John Carter, Press and Communications Officer .

Wednesday December 14, 9.30am—1pm

Ripon and Leeds Diocesan Office, St. Mary's Street, Leeds

Booking:

For all dates booking is essential..

For **July 20th, September 21st, October 12th** and **December 14th** secure your place (s) by contacting Canon John Carter: john.carter@riponleeds-diocese.org.uk or phone (01423) 530369

Please indicate which date you wish to attend, the name of your church, and names of all participants you wish to book in - together with a contact phone number/email address.

For **November 5th** (Social Media—benefits and risks) please book by contacting Liz Williams: liz.williams@riponleeds-diocese.org.uk or phone (0113) 200 0556