

CORNWALL FEDERATION OF WOMEN'S INSTITUTES

PRESS COMPETITION 2023/24

The Boslowick Cup is awarded to a Press Officer in her first year of office

The Whitecross Cup is awarded to a more experienced Press Officer

All participants must submit two different reports with the date of publication and details of where published. These reports must be from dates between 1 August 2023 to 31 July 2024.

Only one Press Officer per WI may enter.

We will accept reports from a local newspaper or village or a parish magazine.

Good informative press reports should highlight the activities and opportunities that your WI enjoys and that can help attract new members. It is always advisable to give full names and positions, such as *Anne Jones, President*, for example, instead of using just *Anne*. The ordinary business of your WI is of interest only to your members. Selecting something you all enjoyed, a remembered remark from your guest speaker or a good, illustrated talk will also attract interest of others. This is your chance to shine! Please be prepared to give your details, so anyone interested can make contact.



Here are useful points to consider which may be helpful in getting your reports printed in the local paper.

- Ask the newspaper for a brief – word count, style, and deadline – and stick to it.
- Start with an interesting piece of information that will hook the reader – something learned from the talk. Continue in order of importance. If the editor cuts your report, the less important bits will go first – i.e. the piece will be cut from the bottom.
- Avoid lengthy blow-by-blow accounts that begin with *Jerusalem* and end with goodbyes.
- Be concise. Bear in mind that publications have a limited space. If your piece is too long the editor may drop it altogether.
- Be patient. Your report may well appear at a later date.

Mount your original or photocopied reports on A4 WHITE paper and place inside a poly-pocket, and post with the appropriate Application Form to Chy Noweth an Conteth, Truro Business Park, Threemilestone, Truro TR4 9NH. Or email your entry with the appropriate Application Form to secretary@cornwallwi.org.uk, showing the date of publication if possible. Please enter 'Press Competition' in the subject line of your email.

The cups will be awarded at the Annual Council Meeting at the Hall for Cornwall in October.

For any enquiries please contact Mary Thompson on 07789 545093 or ellenrocks@icloud.com

Closing date Monday 29 July 2024