



Katy Rink editor



- Owner/editor of My Shrewsbury magazine, an A4 glossy, hyperlocal magazine. We offer occasional internships and work experience placements and are looking to employ a Kickstart employee
- Good English language skills, accuracy, social media/digital skills
- We have a strong presence on Facebook so follow @MyShrews

Subject links of task - English

Spelling, grammar, accuracy – news reporting

This is the problem / issue / work task we need to address – Rewrite a press release to draft an appropriate, engaging Facebook post for My Shrewsbury magazine in no more than 350 words.

See next slide!

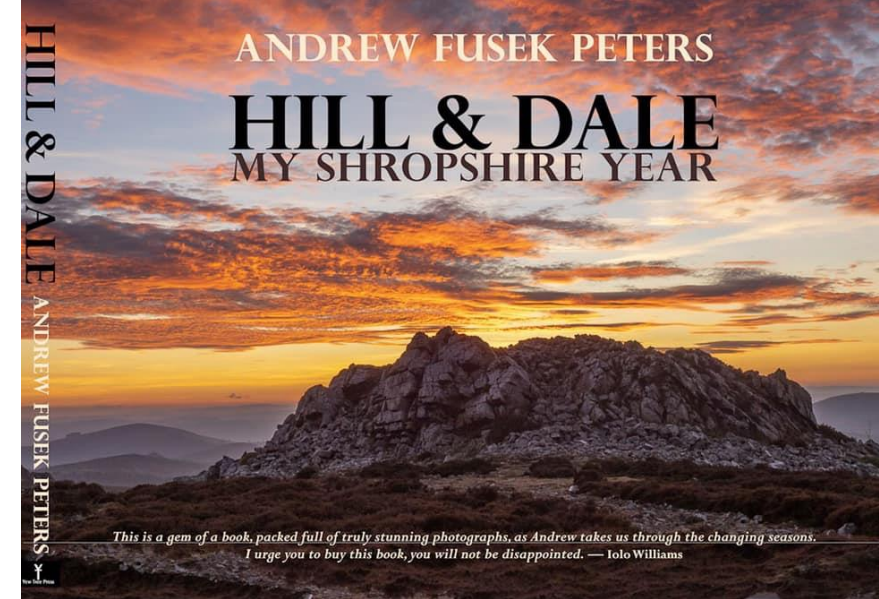
Re-writing a press release

- This is a real Facebook post by award-winning wildlife photographer Andrew Fusek Peters, about the publication of his new book 'Hill and Dale' - published November, 2020 by Yew Tree Press.
- You have been asked by your editor at My Shrewsbury to rewrite this as a news story for the magazine.

Remember to cover the basics and tell the reader - what is it about? who is it about? where? when? why?

- change the point of view into the 3rd person (objective news reporting style)
- always put the most interesting details first
- cut out unnecessary information
- include a quote from Andrew Fusek Peters and Iolo Williams (hint – you may need to research who he is in order to credit him properly!)
- Less interesting information can come at the end - how to buy, where to buy etc

- I am so pleased that my book Hill & Dale, My Shropshire Year is finally published, and despite lockdown, there are plenty of mail order options and ways of getting signed copies. This 192pp Full Colour, A4, hardback is a celebration of Shropshire wildlife and landscape through the seasons. I am so grateful to my hero Iolo Williams for endorsing the book:
- “Andrew Fusek Peters is back doing what he does best, taking photographs and writing about his home patch of Shropshire. This is a gem of a book, packed full of truly stunning photographs, as Andrew takes us through the changing seasons. Here, we are witnessing a man with a profound understanding of and a deep empathy with the natural world. I urge you to buy this book, you will not be disappointed.” Iolo Williams
- If you want a signed copy, I am doing mail order for £25 and this includes free postage. You can also order copies from the publisher and when lockdown is over, the book has a distribution deal with Ludlow Books and will be available from Shropshire bookshops. There is a zoom book launch on 26 November at 7.30 with a panel including Pete Carty from the National Trust and poet Jean Aitken, details to follow.
- Hill & Dale was ready to go to press in February, but as the pandemic hit, the printing press went silent. In response to lockdown, I focused even more closely on the countryside within walking distance. I began to find woodpeckers and nuthatch at the nest and orange-tips taking off from forget-me-not. With many places closed down, the wildlife took advantage and I was able to respond and capture some of the best photos of my career., including my sunset over the Devil’s Chair which made the cover of The Times.



The book was re-edited to include a whole new body of work, and many of the lockdown photos achieved success in the media, where a small bit of good news was an important tonic for the tragedies around. We already have a nice write up in the current issue of Country Life.

Yew Tree Press is an imprint publishing poetry and art books. It is based in Stroud, in Gloucestershire. This is a second collaboration with Andrew Fusek Peters coming after Ornithology, which came out in 2019. You can also order direct www.yewtreepress.co.uk