

How to talk about ringing?

Mark Regan, April 2018

12 Top Tips on how to generate positive interest

1	Use a young ringer to talk to youngsters
2	Create a special ringing event for any new recruits – don't just ask them to join an ordinary practice
3	Work on finding strategic relations such as your vicar, your local council, so others advocate for you
4	Think about what to wear to impress your audience – look professional
5	Send round special postcards to tell locals about special ringing coming up
6	When presenting to a school, make sure you find a sponsor first, a teacher or ideally, a headteacher – offer to talk to the Governors
7	Invite everyone (including your local contacts) up the tower for new year drinks
8	Get involved with your Diocesan Advisory Council
9	Find out about local societies like the Victorian Society as they may support your cause
10	Use photos of people in your promotions
11	Reframe the words we use to describe ringing for non-ringers
12	Share your own story and passion about ringing - your enthusiasm is infectious!

Words to sell ringing

- Church bells are the largest, loudest musical instruments
- Form of music, though you don't have to read music
- We are highly skilled performers
- It requires team-work
- Based on a form of maths, based on logic and patterns
- You are part of a community around the world
- It is a part of our heritage, something to be proud of

Media Top Tips

- Prepare before being interviewed – get clear what you want to say
- Use local radio – contact them a month before your event
- Ignore journalists' questions – say what you want to say
- Broadcast and share your successes, with photos
- When talking on radio:
 - Pretend you are talking to one person you know
 - Breathe
 - Smile
 - Slow your talking
 - Practise beforehand by talking into your phone and replaying it