

LOCAL MEDIA GUIDELINES

Make the Story About YOU

Here are some guidelines for you to use when you contact local media - really the focus needs to be on you, so although we've added some background to Stuart and the project, the main aim is to get exposure for your books and hopefully some support in the voting.

Be sure to pick out elements of your story - or your book's story that could be interesting for the local community to read about - locations, colourful characters, interesting history and so on. Although your initial introduction may be brief, you want to be able to expand on that if they choose to interview you.

There are some suggestions below on how to introduce the idea, particularly if you haven't contacted local media before. Then there's also background about Stuart and the project.

If the media ask for more information or an interview with Stuart or use, then you can always get in touch.

Email Introduction or Conversation

Either call or email - or ideally both.

Introduce yourself as an author and let them know where you live

Let them know that you've been selected to get involved in an exciting new search for a potential new TV series and that people can vote on BooksOffice for the book they like best - and if your book wins, it could be developed into a TV series

Let them know the lead judge is TV producer, Stuart Blackburn who has worked on Coronation Street, Eastenders and Emmerdale - and he's no stranger to killer stories.

Tell them about your book briefly and the story - and where it is set.

BooksOffice is an online platform for undiscovered writers where they can showcase their work and readers can vote for the story they like best. Voting is free and starts on 15th May and closes on 16th June.

Background Information



Stuart has teamed up with online platform BooksOffice in the search for a new author from the thousands of talented writers who self-publish their work in the UK but are yet to be fully discovered by readers - or viewers! "I love a great storyline - and there have been some crackers on the series I've worked on - but the books we see on our supermarket shelves or in the bookstores are just the tip of the iceberg when it comes to the talent we have out there."

Crime drama is one of the most popular viewing options for audiences here and globally and British series like Line of Duty, Happy Valley, Vera and Midsomer Murder are international hits - and channels are hungry to find more. Stuart, who is currently working with Rollem Productions (home of The Syndicate, In the Club, Fat Friends) on the development of a new series for the BBC called Love Thug, is excited about the opportunity to find new, fresh ideas from the wealth of brilliant authors out there.

"This is the home of great drama, there's nothing like the British entertainment industry when it comes to fantastic characters and great storylines - and there's so much talent out waiting to be found. We're already seeing some really interesting stories coming through and I can't wait to see the final showcase - and find out more about what the public want to see."

On May 15th project is opened up to the public, with everyone who signs up getting five tickets to use as votes to cast for the books they would most like to see adapted for screen. It's an opportunity like no other. They're all excited by the dream that every author secretly has, to see their characters brought to life on TV.