

## **Will Mapplebeck**

### **Freelance public relations consultant and journalist**

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Key skills: Media relations, press-release writing, celebrity booking, website writing, copy writing, media training.

**“I’m a former regional journalist who understands how the media works and what makes a good story. I have a simple, honest, no-nonsense approach to what I do and a host of satisfied clients.”**

References:

#### **Pip Eldridge, chief executive, First Light**

“Will’s time management, work planning and communications throughout this time were second to none and the First Light team really enjoyed the time he spent working alongside them.

“I would have no hesitation in reemploying him or recommending him to other organisations as he has a level of expertise in the creative industries that is not easy to find and experience and enthusiasm in working with young people.”

#### **Bernadette Shaw, student services manager, The Open University in the North**

“Will has been an asset in the work he has done for us. He understood very quickly the different messages we were trying to get across and advised us on ways to do it.

“He carried out a range of projects and he was a reliable colleague. I hope we have the opportunity to use his services again.”

## **Annie Wood, Royal Television Society North East and the Border Centre Young People's Video Showcase**

“Thank you so much for your excellent work on the Showcase magazine. Your creative response to the brief has resulted in a well designed, enjoyable and informative read for teenagers and adults.

“The tone is just right – simple and engaging. You got the best from the young interviewees and found some very good specialists to add their expertise.

“It was reassuring that you and the designer worked so well together as a team. I know we set a tight schedule, so we were delighted that you met every milestone and on time. We are all very pleased with the results of your hard work, so thank you again.”

### **Freelance history:**

December 2006-February 2007 - First Light Movies Awards, Birmingham and London

Tasks included media liaison and consultancy work surrounding the fifth First Light Movies Awards.

Coverage achieved across a range of media including First News, Newsround, BBC local radio, regional newspapers, 4Radio and Channel Four's Richard and Judy.

December 2006-February 2007 - ISIS Arts, Newcastle

Tasks included co-ordinating press work about ISIS, focusing on an arts project that took place around Holocaust Memorial Day. I also helped ISIS re-write its publicity materials and carried out some media training.

Achieved coverage across regional television, newspapers and internet sites.

April-December 2006 – Open University in the North, Gosforth, Newcastle.

Tasks included writing and issuing press releases, securing spots for OU students on BBC local radio, writing a newsletter, chronicling an OU conference, liaising with central press office in Milton Keynes, writing and researching Open University case studies, organising photography and making sure the OU was featured in releases from other educational bodies.

I achieved coverage on BBC local radio as well as regional newspapers and websites including Northern Echo and The Journal. I also got the OU's regional director profiled in two local newspapers.

April-June 2006 – Dott (Designs of the Time) 07

Dott is a design initiative taking place across North East England this year. I wrote chunks of copy for their website and chronicled one of their first conferences. You can read some of my work by clicking on:  
<http://www.dott07.com/go.cfm?path=/go/dott-blog&startRow=11>

January 2006-June 2006 – Age Concern Newcastle

Age Concern Newcastle were producing websites for the Quality of Life Partnership and the Elders Council of Newcastle. I wrote copy for the sites and a leaflet explaining the work of the partnership. You can view the completed Elders Council website by clicking on  
<http://www.elderscouncil.org.uk/>

May 2006 – Royal Television Society North East and the Border Centre

I wrote and edited a magazine for the RTS Young People's Video Showcase. The contract involved finding photography, interviewing young people and working with a graphic design company.

November 2005 to March 2006 – First Light, Birmingham

First Light is the young people's arm of the UK Film Council. I worked on their annual awards ceremony held in Central London. Among my tasks were writing and issuing releases to specialist, national and regional press, celebrity booking, securing endorsements and managing media on the day of the awards.

We achieved coverage on BBC Newsround, Screen International, BBC online and the BBC Asian Network.

Before freelancing:

I was a journalist working for the Newcastle Journal on its features and business desks for four years. I left there to become communications manager for a regional screen agency Northern Film & Media (NFM). After two and a half years at NFM I left to set up on my own.

I hold the Chartered Institute of Marketing's Advanced Certificate in Public Relations.