



Stitch London Guidelines for Press

At STITCH London we do love to spread the word of the knit as much as we can. We're very happy to speak to journalists and publications if we have the time. So thanks for contacting us.

These guidelines for any publicity will save you and us some time. We do spend more time running Stitch London than you might think. Running the group involves running the site, social media, newsletters, blog, events, marketing, charity projects and various other legs of the Stitch London octopus. It's a full time job involving a fair few volunteers.

Requests for interviews: We do get a lot of requests and we have to space them out. We don't want our knitters feeling like they're zoo animals (unless they're sheep or llamas, then I think you could persuade some of them). They're at our meetings to knit and relax and that's the most important thing of all. So pretty please keep this in mind.

We'll try to fit you in at the next available opportunity, which may not be the next meeting if we have a lot of requests previous to yours.

Questions: We're happy to answer questions but please check our website, blog and FAQs before you come along. Our group history, information about our meetings and many of our past events are already online. This will give us more time to answer questions no one else has asked us yet.

Email and telephone interviews: If you don't need to come along to the group we may be able to answer questions over the phone or via email. We prefer telephone questions as they take a lot less time.

Visiting the group: We need as much notice as you can give us if you wish to speak to us in person or come to the group. We also need to know:

- When you are coming
- Who you are bringing
- Which publication the piece is for
- What kind of interview it is (film, radio, print)
- How you came to hear about us

Interviews at meetings: We'd prefer interviews to be done outside of our group meeting times. If you do want to attend a meeting then non-teaching meetings are much easier to find time to talk.

If you want to come along to the group during a meeting you will need to:

- Agree a time when we can speak to you (usually after 7pm when the group is a bit more settled)
- Get permission from both the venue and those you are photographing or filming if you wish to film/photograph or record. It will be up to you to explain to those you are photographing what you're up to. Official consent forms will also be your responsibility.
- Stick to the times we give you to film or record so people have time to relax too.
- Let us know when and where the article will be published. If you're a magazine/newspaper we'd love a copy for our press page or a link for online. Please credit all photos if you use any of ours.
- Make sure you get the name right. The group name is *Stitch London*, not 'Stitch and Bitch London' or 'Stitch and Bitch'. Sometimes people get this confused as we rebranded to Stitch London in early 2010. *Stitch and Bitch* is the book by Debbie Stoller that inspired our group. We're just one London group, which is part of a huge movement. It does get confusing.

Stitch London teaches and runs events for free. If you wish to donate to the group in return for the story we'd very much appreciate it.

We'll try to be as helpful to you as we possibly can. Feel free to ask us any questions on the above, and we look forward to speaking to you to help spread the woolly word of the knit.