

NEW WRITING NORTH

New Writing North Freelance PR Brief: Literary Prizes

May 2023

New Writing North is looking to work with a freelance PR to support its communications strategy for two major literary prizes: the David Cohen Prize for Literature and the Gordon Burn Prize.

The appointed person/ agency will work to raise the profile of these prizes through national coverage. The ideal candidate will have strong experience working on literary prizes and/or books publicity. They will creative ideas about how to raise the profile of both prizes. have an extensive range of media contacts and be adept at securing excellent coverage.

The total budget for this work is £5000 (inclusive of VAT) to cover the responsibilities below. Travel and subsistence expenses will be covered on top of the fee.

Responsibilities

- 1) Securing coverage of prize announcements. This includes writing and issuing press releases; liaising with media, judges, publishers and authors; and setting up interviews. You will lead on PR for the following announcements, with the support of staff at NWN:
 - a) David Cohen Prize for Literature, winner announcement
 - b) Gordon Burn Prize shortlist
 - c) Gordon Burn Prize winner
- 2) Supporting the David Cohen Prize for Literature ceremony. This will include:
 - a) supporting guest list planning
 - b) attending the ceremony on 9 November in London and managing media
- 3) Supporting the Gordon Burn Prize for Literature ceremony. This work will include:
 - a) attending the ceremony on 7 March 2024 in Newcastle managing media
- 4) Working with the Senior Marketing & Communications Manager and Marketing Officer to devise and support social media campaigns around both prizes
- 5) Zoom meetings with members of New Writing North team
- 6) Reporting on coverage and impact for both prizes

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About the projects

The David Cohen Prize for Literature

The David Cohen Prize for Literature was established in 1992 and is one of the UK's most distinguished literary honours. Awarded biennially, the prize is worth £40,000 and recognises a living writer from the UK or the Republic of Ireland for a lifetime's achievement in literature. The prize was originally managed by Arts Council England and subsequently by BookTrust. New Writing North has managed the prize since 2017.

The David Cohen Prize for Literature is funded by the John S Cohen Foundation, which was established by David Cohen and his family in 1965 to support education, the arts, conservation and the environment. The David Cohen Prize for Literature has been awarded to dramatists, essayists, biographers, novelists and poets, including Colm Tóibín in 2021, Edna O'Brien in 2019, Tom Stoppard in 2017, Tony Harrison in 2015, Hilary Mantel in 2013, Julian Barnes in 2011, Seamus Heaney in 2009.

The winner of the 2023 prize will be announced at a ceremony in London on 9 November 2023.

The Gordon Burn Prize

The Gordon Burn Prize was launched in 2012 to remember the late author of novels including Fullalove and Born Yesterday: The News as Novel, and non-fiction including Happy Like Murderers: The Story of Fred and Rosemary West; Best and Edwards: Football, Fame and Oblivion and Sex & Violence, Death & Silence; Encounters with recent art. The prize seeks to celebrate the writing of those whose work follows in his footsteps.

The Gordon Burn Prize was launched by New Writing North, Faber & Faber and the Gordon Burn Trust in 2012 and first awarded in 2013 to Benjamin Myers. In 2023, Newcastle University became sponsors of the prize, doubling the prize fund to £10,000.

The winner of the Gordon Burn Prize 2023-24 will be announced at a ceremony in Newcastle on 7 March 2024

The previous winners are:

- Preti Taneja, Aftermath (2022)
- Hanif Abdurraqib, A Little Devil in America (2021)
- Peter Pomerantsev, This Is Not Propaganda (2020)
- David Keenan, For the Good Times (2019)
- Jessie Ball, Census (2018)

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- Denise Mina, *The Long Drop* (2017)
- David Szalay, *All That Man Is* (2016)
- Dan Davies, *In Plain Sight: The Life and Lies of Jimmy Savile* (2015)
- Paul Kingsnorth, *The Wake* (2014)
- Benjamin Myers, *Pig Iron* (2013).

About New Writing North

New Writing North is the development agency for creative writing and reading in the North of England and an Arts Council England National Portfolio Organisation. We work in partnership with regional and national partners to produce a range of literary and performance activities including flagship projects such as the Northern Writers' Awards, New Writing North Young Writers, the Gordon Burn Prize, the David Cohen Prize for Literature and Durham Book Festival. We specialise in developing and investing in writers of all ages and act as a dynamic broker between writers, producers, publishers and broadcasters across the creative industries.

www.newwritingnorth.com

Submitting a proposal

Please submit your proposal via [this form](#) by midday on Wednesday 7 June 2023.

You will be asked to supply the following information:

1. Fixed price quotation for carrying out this work, plus day rates for any additional work requested by the client.
2. Information on the availability of the consultant(s) to undertake this work between September 2023 and March 2024, including confirmation of availability on 9 November 2023 and 7 March 2024.
3. CV for the proposed consultant(s) who will personally deliver the project, including details of their specific experience in relation to this type of work (no more than two sides of A4)
4. Anticipated programme of work that identifies key stages and deliverables (no more than two sides of A4)
5. Contact details for 2 referees from the last 2 years of relevant work experience

For all enquiries about this work, please contact Laura Fraine, Senior Marketing & Communications Manager at New Writing North laurafraine@newwritingnorth.com (please don't send proposals by email, but via the form above)