

Media Report

January 9 2006 – launch and after

Introduction

ICONS – A Portrait of England launched on 9 January 2006 by ICONS Online and its parent company, Cognitive Applications, at the Globe Theatre.

This report has been compiled by ICONS Managing Director, Jerry Doyle and Communications Officer, Steve Whitehead and documents how ICONS' arrival on the cultural scene has sparked widespread interest and media coverage.

ICONS has certainly captured the public's imagination in almost every region of England (and beyond that, throughout the world and specifically, in Scotland, Wales and Ireland where it is hoped, the project can shortly be rolled out if funding can be made available)

Certainly, in terms of public engagement the early statistics for the ICONS online collection speak for themselves. Figures are growing every day but a snapshot on the launch day showed that ICONS attracted 25,000 votes, 1,200 nominations and 160,000 web page requests. By now, with more than a million pages viewed, Only a few weeks later the ICONS online collection had attracted 250,000 votes and 5,000 new nominations.

THE LAUNCH EVENT

The launch event at the Globe Theatre attracted hundreds of individual guests and members of the press. Culture Minister, David Lammy spoke alongside Culture Online's Commissioning Executive, Mike Greenwood, ICONS Online's Managing Director, Jerry Doyle and Cognitive Application's Director, Alex Morrison. At least three television crews attended, including Sky TV, ITN and the BBC. Journalists came from many national magazines, television programmes like Arena and media organizations such as the Press

Association, Radio 4's PM programme and the Evening Standard, as well as a host of national newspaper reporters and photographers.

The party, which followed, put the spotlight on a number of iconic props including Daleks from the Dr Who set, a telephone box (which had been nominated an icon by David Lammy), a post box and many, many iconic scones and jam and clotted cream washed down with iconic cups of tea. Celebrities included Claire Rayner, Lord Rix from Mencap, Dan Snow, Will Alsop and radio presenter Hilary Oliver.

MEDIA COVERAGE OVERVIEW

Internationally, news of the ICONS launch went out on Reuters and generated a fanfare of publicity, with worldwide coverage, including live interviews on Australia's biggest morning radio show, city press coverage in papers like the Chicago Tribune and throughout the United States and radio, press and TV in many other countries including France, Italy, Spain, India Japan and Germany. It is now an internationally known brand and even weeks later calls were coming in daily from different countries, including Brazil, Holland and Hong Kong.

Nationally ICONS fared equally well, with coverage in every national newspaper except one (the FT). This coverage was predominantly double page spreads and in-depth news features.

ICONS – and its partners (including the National Trust, English Heritage, the Black Cultural Archives, the Football Association and several national and city museums and library networks) achieved considerable media coverage.

Television and national radio coverage included BBC News 24 (morning and evening), BBC National News at lunchtime and 6pm; ITN lunchtime news and the 10 o'clock news; Sky TV, Wogan, Start the Week, PM and Points of View on Radio 4 and BBC Breakfast News later in the week (repeated in on-the-hour bulletins).

National weeklies were not left out. Coverage was achieved in the New Statesman, Newsweek and Private Eye, among others.

Regional and specialist coverage was also intense with city partners, museums and charity partners in several cities receiving joint coverage in city press, radio and on six regional TV channels as well, in the North West, West, East Anglian, London and Tyne Tees.

An extraordinary number of weblinks and blogs have sprung up and details can be found in this report. Highlights include ICONS news and links from the Football Association, national newspapers, BBC Online, Visit Britain, Number 10 Downing Street, National Grid for Learning, People's Network, Lord's Cricket Ground and the Caribbean Women's group.

National Media Coverage

National Television

January 9

- Sky News – Live at Five.
- ITV Lunchtime News – Report on the launch, but also mentioned the 1000 people poll ICONS commissioned.
- BBC Breakfast Show – launch story.
- BBC News – Lunchtime and 6 p.m. – Long item by Robert Hall on board a Routemaster “touring” some of the icons in depth and ending with reporter having a cup of tea.
- BBC News 24 - discussion with Razia Iqbal (Arts Correspondent) and Mike Baker (Education Correspondent).
- BBC News (Evening) – Interview with CULTURE ONLINE'S Mike Greenwood.
- ITN filmed David Lammy interview at launch and reporter introducing longish item from inside a telephone box.

- CBBC Newsround reports on launch.

January 13

- BBC Breakfast News weather report in front of Salisbury Cathedral plus other coverage.

National Radio

January 8

- BBC Asian Service covered story about ICONS inviting different communities to nominate their own icons of life in England.

January 9

- Radio 4 – Start the Week – reported on Icons of Britishness, saying the Routemaster bus and A Cup of Tea are on the list
- Talksport – covered announcement of the FA Cup as an Icon of England. Asked listeners to call in with what makes them think of England.
- BBC Radio 4 Thought for the Day.
- BBC Radio 4 P.M. – General piece by Rob Broomby about the launch and how ICONS is seeking to be inclusive and involve people from a wide variety of communities.
- BBC Radio Two - Mark Radcliffe Show with Rick Wakeman - read through e-mail suggestions including net curtains and the Robin Reliant.
- Radio British Forces – interview with ICONS Editorial Director, Daniel Hahn.
- BBC Radio 5 Live - Phone in on icons of England.

January 10

- BBC Radio 2 – Wake Up To Wogan. Wogan suggests Radio 2 as an icon.

Dailies

January 9

- The Guardian – “Henry, Routemaster, Punch: are these England’s treasures?”
- Daily Mirror – spread with pics and celebrity quotes
- Daily Star – page lead
- Daily Mail – “I say, Gromit, are we English icons or not?” Asked readers to nominate their own icons.
- The Sun - page lead – “What makes you think of England?”
- The Daily Telegraph, page lead – “Wanted: icons of Englishness that would go nicely with a cup of tea”
- The Independent, page lead - “In search of identity: Government decides Englishness needs icons” by Matthew Beard.
- The Times – page lead – “Icons that best sum up a green and pleasant land”.
- Daily Express - double page colour spread – “Are These Our National Icons? From miniskirts to a cup of tea, the Government wants to reinvent Englishness with symbols that define our nation. What would you choose?”

January 10

- Daily Mail, double page spread, article by Sir Roy Strong.

- The Guardian G2, double page spread – "Alternative English Icons" by Stuart Jeffries.
- The Times, Thunderer column – "A potty portrait of England" by Ross Clark
- Daily Telegraph Sport, page lead – "Comedy, drama, shame and graft makes the FA Cup a worthy icon" by Sue Mott.

January 11

- Daily Mirror – "Punch Drunk" by opinion piece by Sue Carroll
- The Times in Times2, opinion piece by Michael Gove, Tory MP.

January 12

- Daily Mirror – "Sick Nation Icons" by Brian Reade – tongue-in-cheek comment.
- Daily Mail - "Ten ways to be even more English than you are...." by Keith Waterhouse.

January 13th

- Daily Express - double page spread – "So What Makes Your Country" readers suggestions.

January 17th

- The Times - page lead - "Hunstmens in full cry to capture top English icon"

January 18

- Daily Mirror - page lead – "The Saboteurs. Pro-hunt groups hijack vote to reveal best icons of Englishness"

- Daily Mirror - leader – “Poll Chancers” – “Hooray Henry’s and Henrietta’s on horseback seem determined to prove they are chumps.”

January 20

- Daily Mail. Two full pages of letters.

January 21

- Daily Telegraph - page lead by Vicki Woods – “Why do they want me to be English?”

January 28

- The Times Body and Soul section - GP writes about wanting the NHS to be included as an icon of England.

January 31

- Guardian Education piece mentioning British Day and possibilities for an educational approach. Reports on launch of the ICONS project.

February 11

- The Guide – Guardian. ICONS is previewed in its internet guide section.

National Sundays

January 8

- Sunday Times - lead article – “Do you feel like an English icon, Gromit?”

January 15

- The People - Man of the People – “Sickest list of English”

- The Independent on Sunday – Vox Pop – “Who would you nominate as an English icon?”
- The Observer “The Fifties? Deference and bad plumbing?” by Cristina Odone.
- The Observer article by Tristram Hunt -"History lessons we should learn"
- The Observer - Pendennis mentions e-mail campaign to get people to vote for fox hunting.

January 22

- The Observer – “Here’s to you Mrs President” article by Mary Riddell.

February 5

- Sunday Telegraph news item by Melissa Kite. "Hunting voted favourite icon". News story wrongly asserts that fox hunting is top of the icons poll.

February 12

- Independent on Sunday "Jeremy Hackett votes for his own icons of Britishness" and nominates Gilbert and George.

National Weeklies

From April 2005

- Design Week – “Garrett puts English Icons on-line” by Scott Billings. Article about ICONS Project and Malcolm Garrett’s involvement.

From January 1

- Housewares Magazine – mentions launch to happen in January

From January 9

- Community Care – announces Mencap involvement.
- SecEd The Voice of Secondary Education – short item.
- Morning Advertiser “Icons of England list recognizes status of pubs and pints”.
- New Nation “SS Windrush is a UK icon – Ship voted a symbol of Britain”

From January 16

- Asian Voice – “Icons sought to awake love of country”. Reported: “
- New Statesma – Urban Life column by Darcus Howe.
- The Publican – “Trade fury as pubs left off English symbols list”
- Retail Express – “A Very English Store” - your votes can make the English corner shop immortal.
- Jewish Telegraph – “Bid to find Jewish icons” – article refers to the Jewish Museum in London.
- Therapy Week – Team Spirit – reports on Mencap involvement in ICONS.
- TES – “England’s icons” – four paragraphs.
- Private Eye - “The 10 Things Which Best Define What It Is To Be English”

From January 30

- Guardian Education – “What shall we remember on 11 November” – mentions ICONS in context of a long article about British Day

ends