



Marketing and how to work with the press and media to promote new music

Katie Kean, RSNO Communications and Marketing Officer

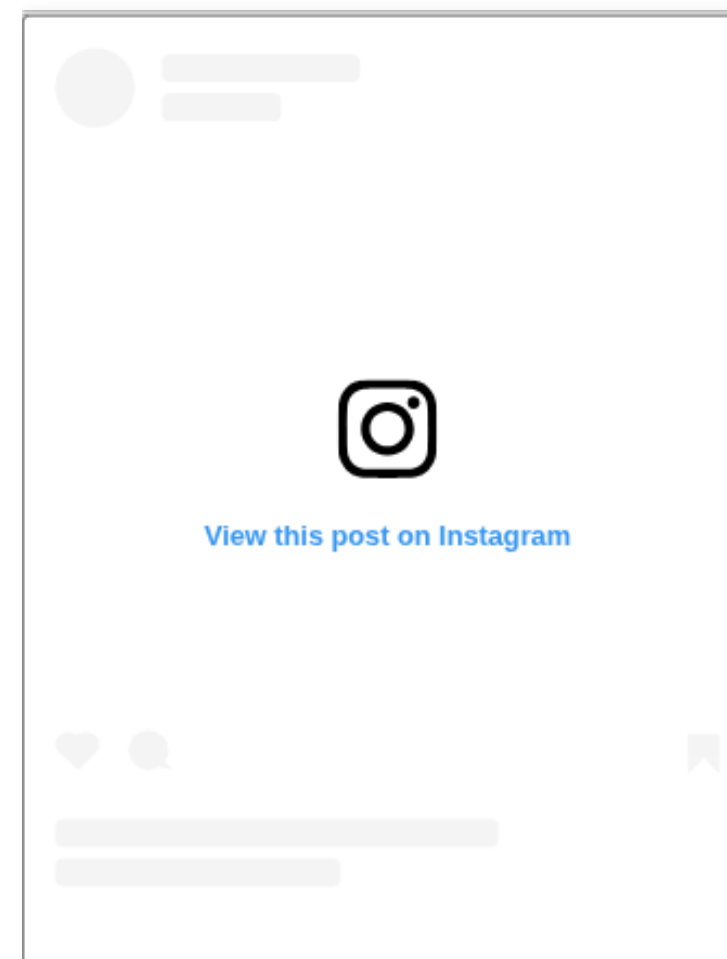
Tamboo-Bamboo Concerto for Timpani and Orchestra (Matthew Rooke)



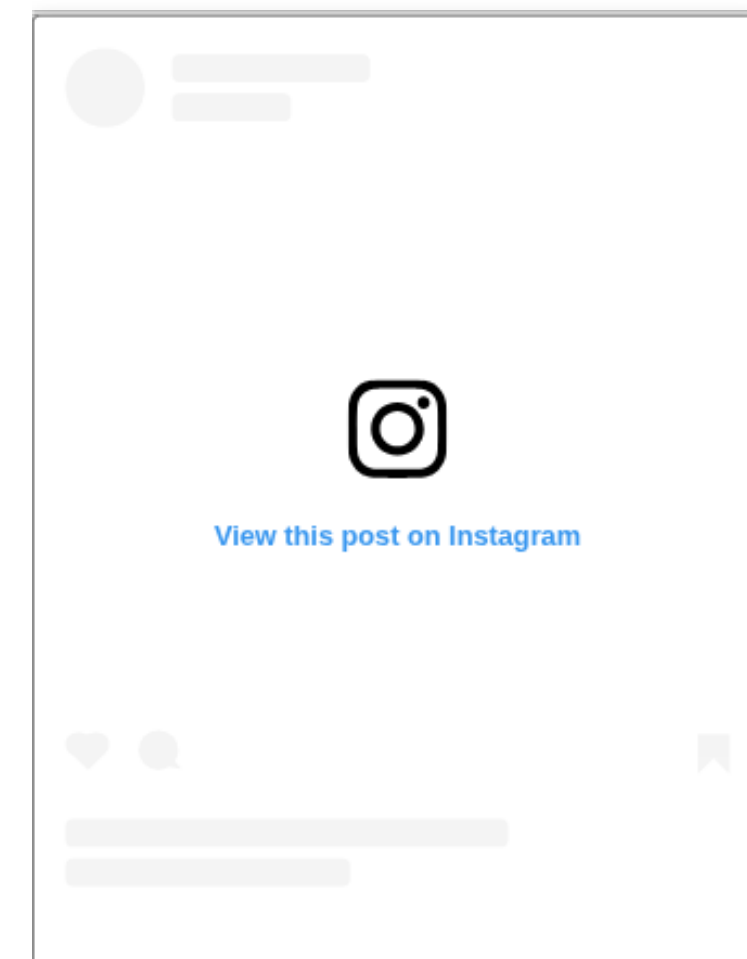
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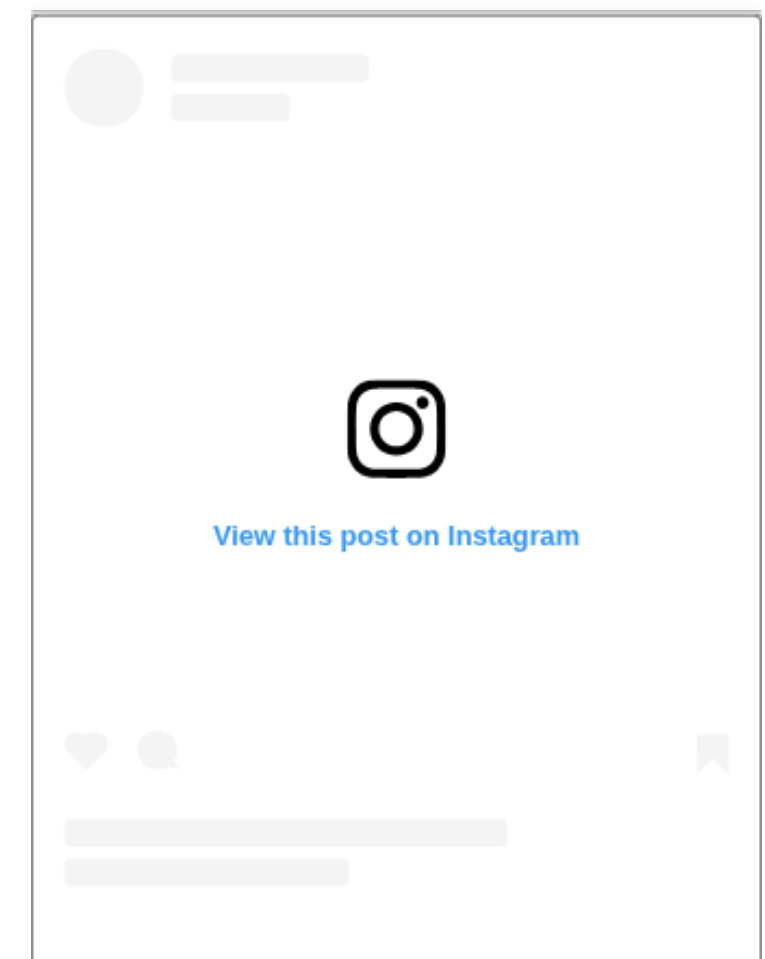


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The Lives of Birds (Elena Langer)

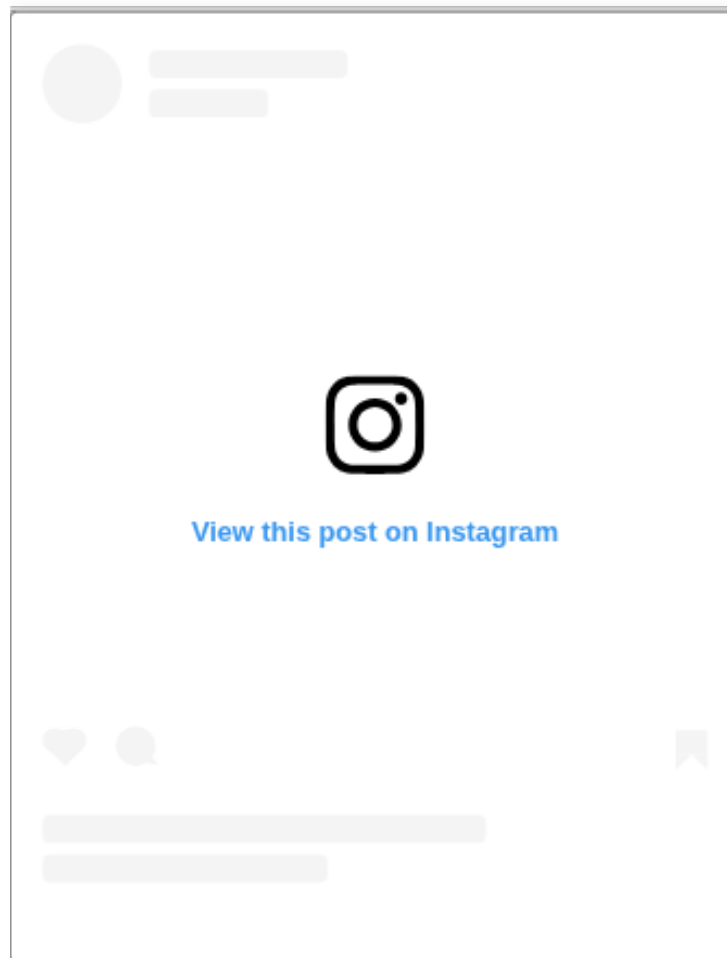


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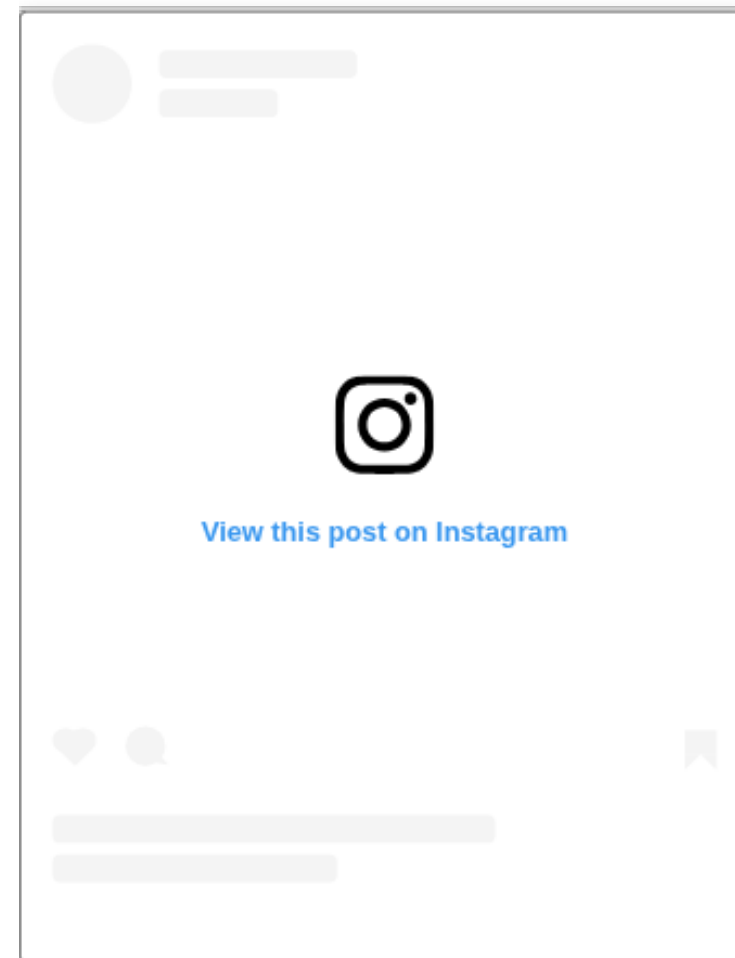


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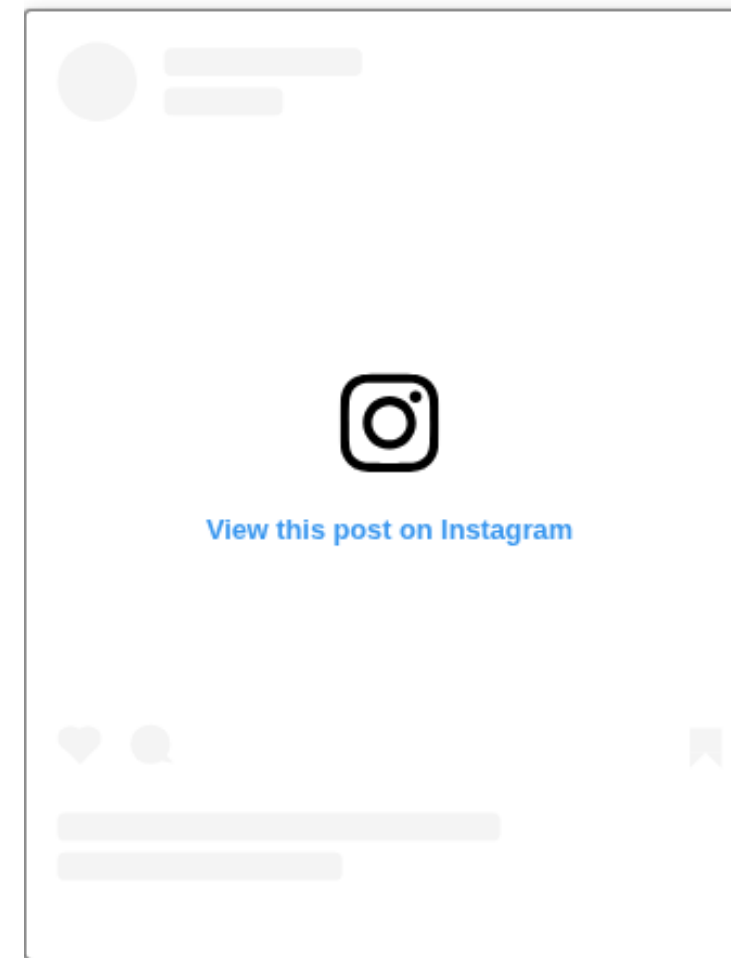
What's the hook?



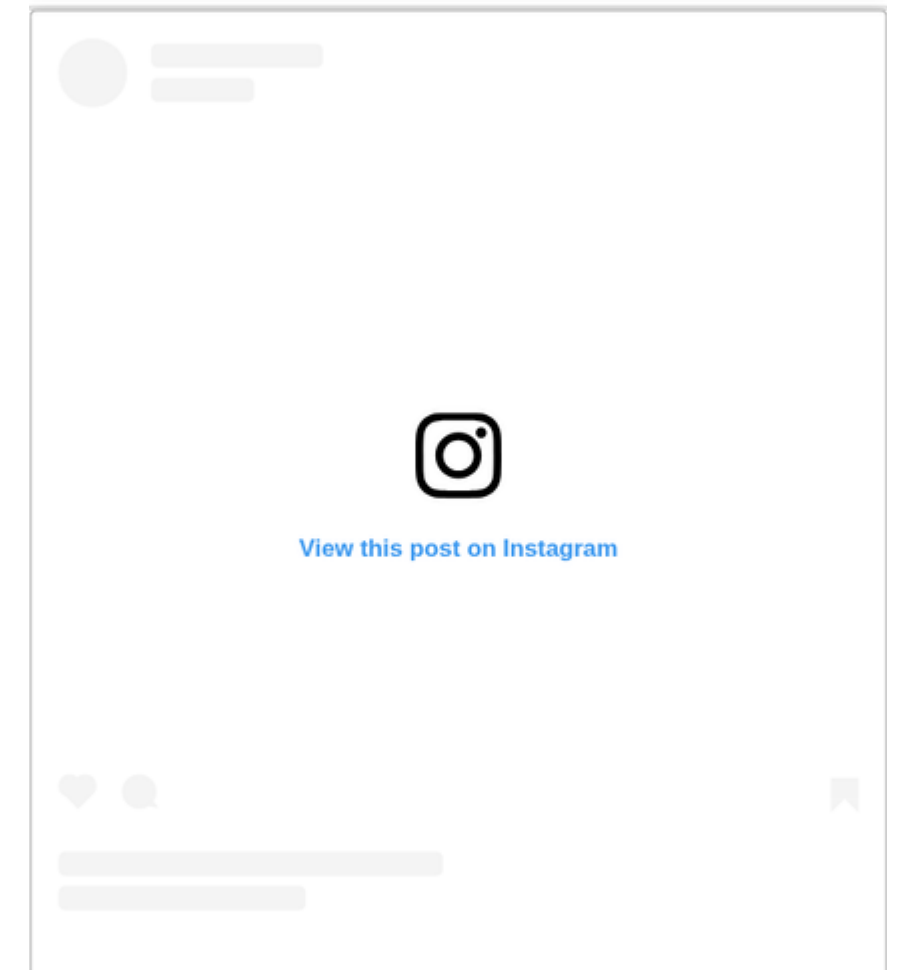
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talks about shooting his latest wildlife series for the BBC

Scottish Life

Life on the wildside

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Murdo Fraser

Apprenticeships are as valuable to our economy as university degrees

Perspective page 22

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THE SCOTSMAN

SNP must tackle income tax gap, says City of London boss

◆ Businesses face becoming 'uncompetitive' with financial sector also wary of Budget hikes

EXCLUSIVE

Alistair Grant

Political Editor

The lord mayor of the City of London has said the tax gap between north and south of the Border risks Scottish businesses becoming uncompetitive amid reports of finance workers choosing to live in England.

Alastair King, head of the governing body for London's financial district, said the discrepancy made it "difficult" for companies and also warned of the impact of potential new tax rises.

In an exclusive interview with The Scotsman, he described the current situation as "sad", while SNP ministers were told they must heed the financial chief's intervention.

Mr King, who divides his time between London and Aberdeen-

shire, went on to say rumours of tax rises in Chancellor Rachel Reeves's forthcoming UK Budget were causing concern in the financial sector.

Speaking at Scotland's Global Investment Summit, held at the Royal Bank of Scotland campus in Edinburgh, he said: "It creates concern in the financial sector in relation to competitiveness, where those taxes are going to fall."

He added: "There is a real

concern in the sense of it's so much more a global market for talent, a global market for investment, a global market for intellectual property. We have to balance the amount of tax against the potential deterrent effect that high tax rates will have on that."

Mr King stressed the importance of a competitive economy. He said: "We are in a globally

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UK government in EU talks over steel tariff hike

George Thompson

The Government is "in discussions" with the European Union over a steel tariff hike, the Prime Minister said last night, as UK industry figures warned of an "existential threat".

The European Commission has disclosed plans to impose 50 per cent tariffs on steel, double the current level of 25 per cent, while reducing tariff-free import

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£700 payouts to be made on 14m 'unfair' car loans

Anna Wise

Compensation payouts on about 14 million unfair motor finance deals could start next year, at an average of about £700 each, under the UK financial watchdog's proposed scheme.

The Financial Conduct Authority (FCA) estimated its redress scheme could cost lenders £8.2 billion in

Continued on page 7

Haunting music

The Royal Scottish National Orchestra will celebrate Halloween by playing the soundtrack to classic movie Ghostbusters live during screenings at Glasgow Royal Concert Hall on Thursday 30 October and the Usher Hall in Edinburgh the next night. Violinist Liam Lynch got a preview with members of Ghostbusters Alba, who take part in events and conventions for charity

Who ya gonna call? The RSNO

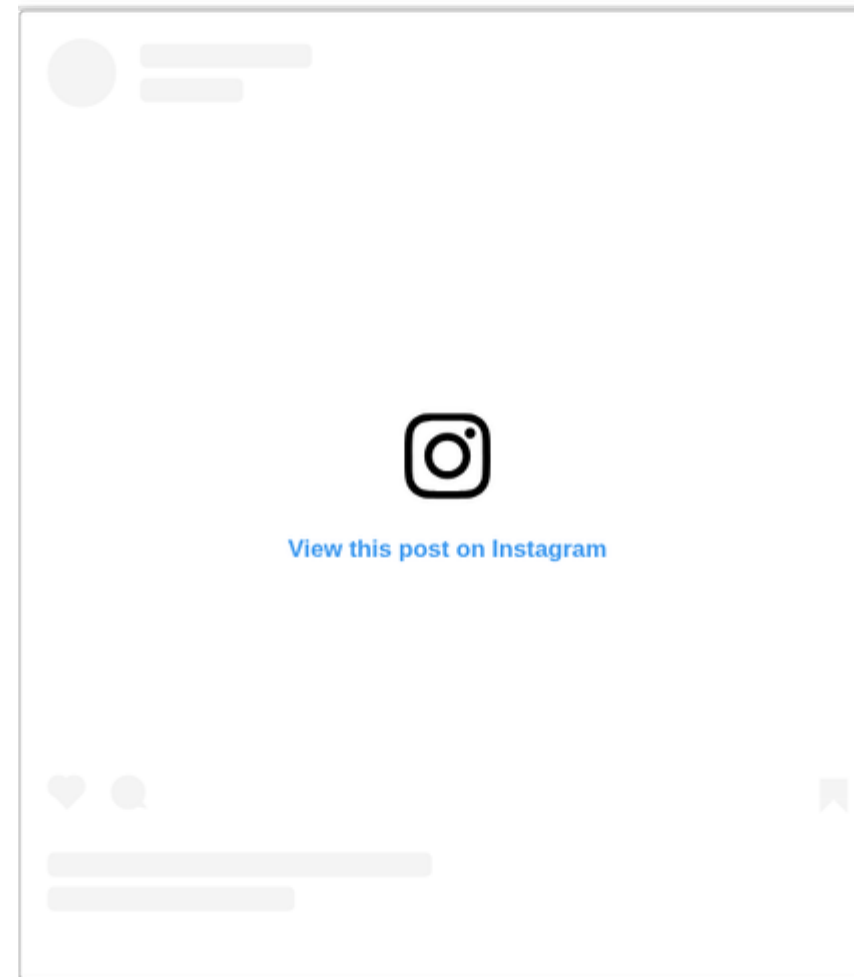
The RSNO is bringing the original 1984 blockbuster Ghostbusters back to life this Halloween, performing the soundtrack live to the film on Thursday 30 October at Glasgow Royal Concert Hall and Friday 31 October at Edinburgh's Usher Hall. Pictured yesterday were RSNO violinist Liam Lynch at the Glasgow Royal Concert Hall with members of Ghostbusters Alba

Picture: Martin Shields

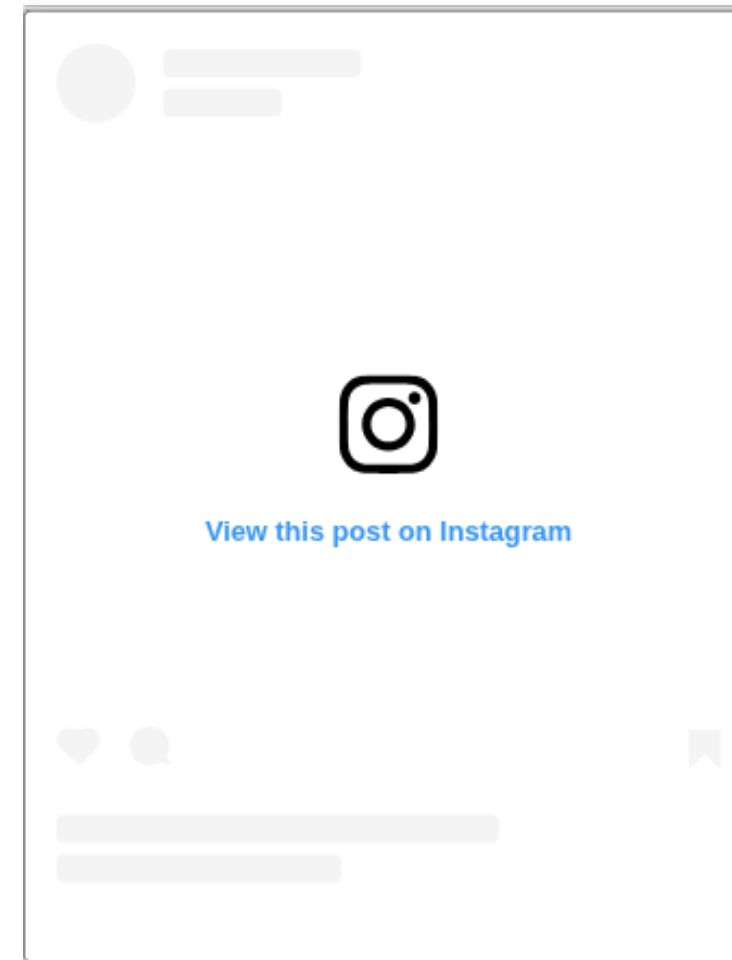
The  Herald



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Press releases - top tips

- What's the hook? What's the story?
 - i.e. not just 'New musician' but 'New musicians first concert at the BBC Proms'
- Key information at the top and funnel down from there.
- Include further detail in notes to editor but keep the body of the press release short and sweet
- Look for the people you want to write about you, email addresses are all over the internet. Target local papers.
- Give journalists everything they'll need i.e. biographies, images, assets
- Time it well i.e. don't send it at the end of the day on a Friday