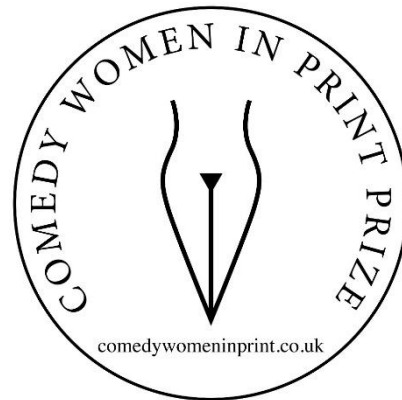
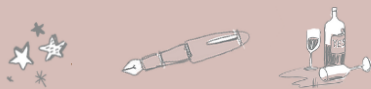


CWIP MEDIA COVERAGE OVERVIEW (2020 & 2019)





The brainchild of award-winning comedian Helen Lederer, **Comedy Women in Print (CWIP)** launched in 2018 to celebrate and support female comedy writers. The winner of the two published categories receives a cash prize and the winner of the unpublished novel receives a publishing deal with HarperCollins.

Quantitative Topline Summary

- There's been a significant rise in media interest and coverage for CWIP in 2020 on last year. Analysis shows that there has been a **+490%** rise in the volume of media items on 2019. Estimated PR Value (£PRV*) has also risen significantly, by **+283%**. Another key metric is Opportunities to See (OTS*), which have risen by **+37%** in 2020.
- CWIP coverage reached a good mix of national tabloid and broadsheet papers and websites, and some consumer, regional and trade media. CWIP 2020 reached **37** unique sources, a rise of **+363%** on last year's **8** sources reached. Articles included announcement stories, and profile-raising interview-features with talent (full listings available on request). The type of media coverage was broadly linked to key announcements: winners (39%), shortlist (32%) long list (17%) and CWIP's 2020 launch (17%). Some selected highlights are on the next two pages, or please visit the CWIP website – [view here](#). NB: Links only work in the PDF version of this report.

**PRV is metric based on the attributable advertising value equivalent for the article, taking into account its relative size, placement and prominence, multiplied by a factor of 2.5, to reflect the enhanced value and impact of PR over traditional advertising. *OTS is a metric that takes into account the reach and frequency of the coverage. In simple terms the volume of items per source are multiplied by the circulation figures (for print) or daily/global unique visitors (for online).*



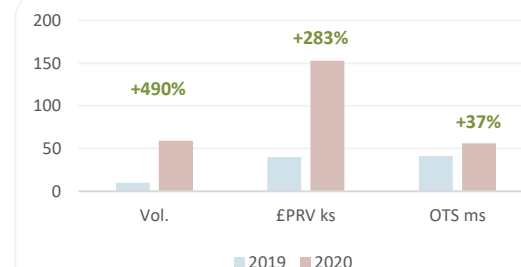
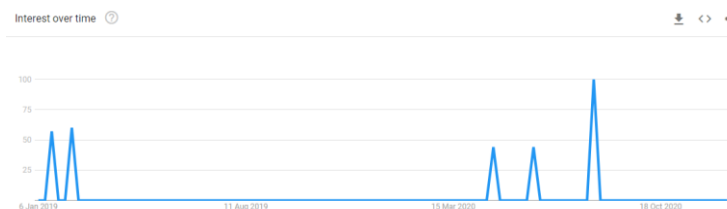
Instagram

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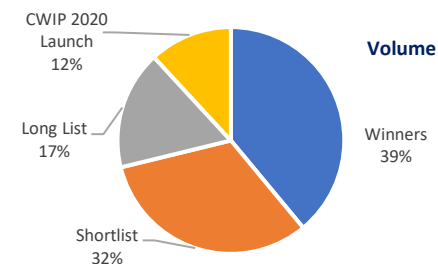
Google Trends

Social Media & Search: Topline Summary

- The CWIP **Instagram** page has doubled its followers to **1.3k** since March 2020 – [view here](#).
- Instagram analytics show a **+203%** increase in Reach, and a soaring **+955%** in content interactions, through tools such as giveaways, questions and answers, and seasonal campaigns. We are striving to grow a diverse and loyal following as we move into 2021.
- Our **Twitter** account now has **3.2k** followers, showing a steady increase over the last two years. We regularly post a wide mix of fun, interesting and relevant content – [view here](#).
- UK **Google Trends** data (Jan '19 to Dec '20) shows an increase this year, with a peak in August, followed by searches similar to May and June in 2019 (see chart below).



	Vol.	£PRV ks	OTS ms
2019	10	40	41
2020	59	153	56
% Change	+490	+283	+37

BBC
RADIO

theguardian

THE SUNDAY TIMES

London
Evening
Standard

METRO

THE
Sun

MailOnline

GRAZIA

i

THE TIMES OF INDIA

TLS

THE IRISH TIMES

THE BOOKSELLER

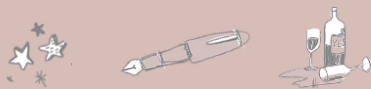
DAILY EXPRESS

SUNDAY EXPRESS

Irish Independent

THE TIMES

Publications & Websites reached in 2020: Mail Online, Press Association, Times of India, BBC Radio 4: Woman's Hour, Sun, Metro, Evening Standard, Sunday Times, Sunday Times SA, Good Housekeeping, Times Live, Times, BBC Radio Wales, Telegraph, Daily Express, Sunday Express, i - Newspaper, Guardian, Irish Independent, Irish Times, Writers Online, Grazia online, British Comedy Guide, Belfast Telegraph, Aberdeen Evening Express, Cambridge Independent, Chortle, Express & Star, Brighton Argus, Love Reading, Bookseller, Multiversity comics, Beyond the Joke, Publishing Perspectives, Graphic Policy, Broker Frontier, Funny Women, Monocle.



MY HOLDS | HELEN LEDERER

Helen Lederer interview: 'I booked a trip to Crete with a boyfriend and realised at the airport that I'd gone off him'

The comedy actress on skiing aged four, a bargain Athens cabaret and a very long ten days in Greece



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Comedy winning

The shortlists for the Comedy Women in Print Prize have been revealed.

Set up by comedian Helen Lederer, there are three categories – Published Comic Novel, Unpublished Comic Novel and Humorous Graphic Novel.



Comedian Helen Lederer set up the Comedy Women in Print Prize
Credit: Getty - Contributor

Judges include author Marian Keyes, actress and screenwriter Joanna Scanlan and comedian Lolly Adefope.

See who's battling it out for the gongs at comedywomeninprint.co.uk

Comedy Women in Print Prize 2020 winners announced

Nina Stibbe, Pooz Simmonds and Ruth Jones are among the named winners



LIFESTYLE | ENTERTAINMENT

Ruth Jones among Comedy Women In Print Prize winners

By Press Association

14/09/2020, 10:35 pm



Ruth Jones and Nina Stibbe were among the winners at the Comedy Women in Print Prize awards.

Candice Carty-Williams and Dawn O'Porter longlisted for 2020 Comedy Women in Print Prize

The Comedy Women in Print Prize is the only award in the UK and Ireland to recognise work by funny women



News: Submissions Invited for Comedy Women In Print Prize

By Grace Dettau on 25/10/2019



The Comedy Women in Print (CWIP) Prize, the UK and Ireland's first prize to shine a light on witty women, launches for its second year today (Friday 25th October) with a call for submissions for 2020.

Following a successful inaugural year, this year's Prize will once again be supported by HarperCollins, the University of Hertfordshire and The Writers' Guild, with additional support from the Author's Licensing and Collecting Society and Falmouth University. Bestselling author Marian Keyes will return as Chair of Judges, and a new award celebrating the rising genre of humorous graphic novels and developed in partnership with LDComics, the largest women-led comics forum in the UK, has also been added to the 2020 Prize line-up.

The CWIP Prize, officially launched at the Edinburgh Fringe in August 2018, was created by actress and stand-up comedian Helen Lederer in response to the lack of support and exposure for female comedy writing and as a way of discovering and nurturing new talent. The inaugural 2019 awards were won by Laura Stevens' 'The Exact Opposite of Okay' (Egon) in the published novel category, and Kirsty Eyre's 'Cow Girl' in the unpublished novel category – with international bestseller Jilly Cooper given the Lifetime Achievement Award.

'Men still say women aren't funny': Nina Stibbe wins Comedy women in print prize

Reasons to Be Cheerful wins award set up to correct 'sexist imbalance' in Wodehouse prize, having also won that honour in 2019



The CWIP winner is announced Sep 14. comedywomeninprint.co.uk

▲ 'Women's concerns and the things that are particularly compelling, real, funny, painful and poignant for us can just be dismissed' ... Nina Stibbe. Photograph: Alexandra Raluca Ordogi/the Guardian

Nina Stibbe has won the Comedy women in print prize for her novel about a teenage dental assistant clawing her way to adulthood in 1980s Leicester, Reasons to Be Cheerful.

14 Books To Make You Laugh: The Comedy Women In Print Longlist 2020 Is Released

Novels from Candice Carty-Williams, Dawn O'Porter and Lucy Vine feature.



BY SHARON EVANS | POSTED ON 22 04 2020

The longlist for The Comedy Women in Print Prize – the UK and Ireland's only awards to shine a light on books by funny women – has been announced. And – with us all on the lookout for a perfect new book recommendation – it couldn't be a better time for it.

'Comics aren't all guns, muscles and tits' – the women blazing a trail in graphic novels

As it launches a new prize for female graphic novelists, Comics Laureate Hannah Berry says a once male-dominated industry is changing



By Hannah Berry

February 25, 2020 8:17 pm

Updated July 10, 2020 3:21 pm



The one lesson I've learned from life: Joanna Scanlan says always ask for what you want

- Joanna Scanlan, 58, who lives in London, is best known for role in The Thick of It
- She was told she would be ill for the rest of her life, if she doesn't go back to work
- She says if you don't put your agenda on the table, you're unlikely to have it met

By LIZ HODGSON FOR THE DAILY MAIL
PUBLISHED: 22:26, 5 July 2020 | UPDATED: 22:31, 5 July 2020



Joanna, 58, is best known for her roles in The Thick of It, Rev and Its Offence. She was nominated for a Bafta for AMG comedy Getting On. She is married to Neil, an accountant, and lives in London.

I grew up in the middle-class society of the 1960s where children were seen and not heard (instead of asking for the butter, you waited for someone to offer it to you). Then the world had been educated for, at my nice-voicey girls' boarding school, got washed away by the tides of the 1970s and 80s.

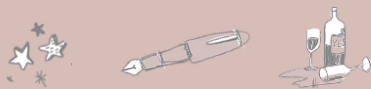
I was trained for a world that didn't exist any more. It took me a long time to realise that I actively had to ask – and in a way which, to me, felt quite rude and vulgar – for things I wanted.

When I went to Queens' College Cambridge, it was a brutalising experience. It was the first year of women in our college (we were 39 women to 500 men), and none of what went on would be considered OK today. There was a sexually aggressive atmosphere, intimidating, frightening. But it was also that I was unprepared for it. I didn't like being the target of men's attention, I think I put on weight as a protective armour.



Book reviews: The Flatshare's generation rent love story is a lockdown bestseller

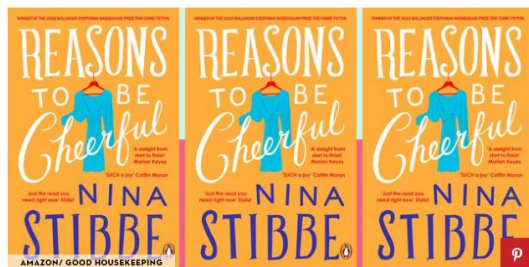




Nina Stibbe has won the Comedy Women in Print Prize 2020

She bagged the prize for her "genuinely hilarious" Reasons To Be Cheerful

BY MEGAN SUTTON 15/09/2020



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Comedy Women in Print Prize 2020; Contraception and young women; Mandy Cassidy

This year's winner of the prize that highlights female comic writing in UK and Ireland.

Available now
47 minutes

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Comedy Women in Print Prize 2020 – Broken Frontier 'Six to Watch' Artist Danny Noble and Posy Simmonds Are Joint Winners in the 'Humorous Graphic Novel Category'

By Andy Oliver September 14, 2020

interview

IF I COULD SEE ME NOW

Helen Lederer

Comedian, writer and actress, 65

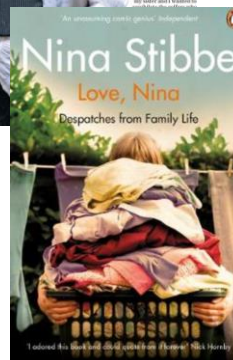


What would your younger self make of your life today?

I was a very unhappy child. I went to a boarding school in London, which had very strict rules. I was a very unhappy child. I went to a boarding school in London, which had very strict rules. I was a very unhappy child. I went to a boarding school in London, which had very strict rules.

My sister and I used to sing at the local golfers in quite a hostile manner.

My sister and I used to sing at the local golfers in quite a hostile manner.



The one lesson I've learned from life: Author Nina Stibbe says it's never too late to write a novel

- Nina Stibbe, 58, got her first book deal with Love, Nina, at the age of 50
- Nina lives in Cornwall with her partner. They have children Eva, 20, and Alfred, 18
- She wants people to know it is never too late and advises them to 'keep a diary'

By LIZ HOGGARD FOR THE DAILY MAIL
PUBLISHED: 23:57, 20 September 2020 | UPDATED: 23:58, 20 September 2020

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Nina Stibbe's first book Love, Nina, about her time as a nanny, was made into a 2016 BBC TV series. She won the Comedy Women in Print prize for her third novel, Reasons To Be Cheerful (Penguin). Nina, 58, lives in Cornwall with her partner. They have two children, Eva, 20, and Alfred, 18.

It's never too late to write a novel

When I speak at literary events, I know many of the audience are aspiring writers, so I really enjoy telling them I got my first book deal aged 50, even though I'd been writing stories and novels for 25 years.

People might ask: 'What took you so long?' But actually it only happened because a publisher accidentally saw a bunch of letters that I'd written to my sister 30 years before. She loved them and ended up publishing Love, Nina.

I wasn't allowed to edit the letters and it taught me a lesson about learning to trust my own voice – in life and in writing. I realised that in the past I'd been trying too hard, using fancy vocabulary and mimicking other authors, thinking my own life was not interesting enough.



Ruth Jones named Witty Woman Of The Year

At Comedy Women In Print awards

Ruth Jones, Posy Simmonds and Nina Stibbe have all been honoured at this year's Comedy Women In Print Awards.

Gavin & Stacey co-creator Jones was named Witty Woman Of The Year award, after her latest novel, Us Three, was published earlier this month.

Tony Slattery: I've been in lockdown for 25 years so Covid makes no difference

COMEDIAN Tony Slattery is to reveal details about his battle with bipolar disorder and drug addiction in a tell-all memoir.

By OLIVIA BUXTON

PUBLISHED: 13:06, Sun, Sep 13, 2020 | UPDATED: 13:55, Sun, Sep 13, 2020

SHARE f TWEET Twitter LinkedIn Pinterest Email Print

Tony Slattery opens up about his battle with depression



Stibbe, Jones and Posy Simmonds named CWIP winners

Published September 14, 2020 by Katherine Cowdrey

Share f Twitter LinkedIn Pinterest Email Print

Nina Stibbe, Ruth Jones and Posy Simmonds are among the winners of 2020's Comedy Women in Print Prize (CWIP), shining a light on witty writing by women in the UK and Ireland.

Books that made me Fiction

Nina Stibbe: 'I read a few pages of Moby-Dick and switched to Jaws'

The author on being inspired by Sue Townsend, frightened by Beatrix Potter - and the monologue she wishes she'd written



▲ 'I'd like to be remembered for Reasons to be Cheerful - it features the dawn of the McCain oven chip' ... Nina

Michelle Gallen's Big Girl, Small Town in running for top female comedy writing accolade

