

One Brief in Five Formats

I gave myself **twenty minutes** to write about the same topic in **five different formats**.*

The subject was writing about the Leeds University Christian Union's 'What Am I Rooted In?' events week from this year, which I was involved in.

The five pieces include:

1. a press release
2. blog post
3. newsletter intro
4. LinkedIn post
5. social media caption

*Each format is written in the style and a corresponding font for its format, to encourage realism

Official press release:

In February of 2026, Leeds University Christian Union (LUUCU) welcomed students for five different days of talks and evening events. The events spanned across the 9th to the 13th of February as part of their annual events week. The theme for the week was ‘What Am I Rooted In?’

The week brought together students from across the university each afternoon and evening, every event had a full room and a significant amount of engagement from the students. The afternoon talks explored themes of belief and prayer, as well as culturally relevant topics such as eco-anxiety and climate change, and cultural identity. The evening sessions, led by Joe Winestone, tackled questions of belonging, trust, rest, and what it means to build a life around faith.

Lunch speakers included Dr Tim Lamont, a marine biologist for Lancaster Environment Centre, a lecturer at Lancaster University, and trustee of A Rocha UK. Lamont’s talk addressed the connection between Christian faith and environmental responsibility. Other speakers included Zac Leach, trainee minister at Christ Church Central Leeds (CCCL); Kirsty Powell, a Leeds University alumna and Universities and Colleges Christian Fellowship (UCCF) staff worker; and Laura Ime, Team Leader at the Transformation Leeds charity. Thursday’s session was delivered by volunteers from Transformation Leeds, a charity supporting international students arriving in the city.

“We were completely blown away by the response from the week,” says Nathan Shave, an Events Week organizer at LUUCU. “It was so encouraging to see students at the beginning of the week who returned time and time again for other events.”

Rooted-themed merchandise, including hoodies and stickers, were available throughout the week. This merchandise successfully sold out by Thursday.

For more information about Leeds University Christian Union, or to enquire about future events, please contact: leedsuni.cu@outlook.com

About Leeds University Christian Union: Leeds University Christian Union are committed to living for Jesus and speaking for Jesus. They believe Jesus is someone worth knowing and someone worth sharing; ultimately, that the Gospel is good news.

A blog post:

What does it mean to be rooted in something?

We were very excited going into this year's events week by the Christian Union. The whole team was thrilled to be a part of organising the talks and structure of the week. It was an overwhelmingly positive process. That being said, there were some nerves: you put months of planning into something, and hope people actually show up.

Well, they did! Every single day and evening, we had a full room! It was one of the most encouraging weeks we've had.

The theme was *What Am I Rooted In?*, and over five days, starting on the 9th of February, we had some brilliant speakers tackle that question from completely different angles. Zac Leach kicked it off on Monday asking whether we've outgrown the idea of God.

On Wednesday we had the privilege of welcoming Dr Tim Lamont, who is a marine biologist and lecturer at Lancaster University. His talk connected eco-anxiety to something deeper about our value and the earth's value, mixing science and faith in a really interesting way. On Thursday, Transformation Leeds led a creative workshop on faith and cultural identity.

Then every evening, the brilliant Joe Winestone led some fantastic discursive sessions which looked at various deep topics, with student testimonies to accompany them. His talks covered issues of loneliness, trust, rest, and what it might look like to build your life around Jesus.

Every event had some fantastic, joyful, and deep conversations amongst all sorts of people. Several people tried church for the first time as a result of the week. Praise the Lord!

Thanks to everyone who came, spoke, helped out, organised, hosted, and showed up.

A newsletter intro:

Hi everyone,

We've just come out of our What Am I Rooted In? events week and we're absolutely buzzing! The week ran from 9-13 February, and we had a full room every single day.

We had some incredible talks from people; including a marine biologist, and members of Transformations Leeds. The speakers this year did an excellent job at covering all sorts of grounds. They looked at issues of climate change, diversity, rest, and whether we have 'outgrown' the idea of God. The conversations over snacks in the evening were incredibly encouraging.

We had various people coming to church for the first time as a result, and many, many brilliant conversations.

There's a lot more to share, so keep reading for more details. But for now: thank you to everyone who came. It meant the world.

LinkedIn post:

A very successful week of conversations with all sorts of people.

I am proud to have been a part of the events team at Leeds University Christian Union this year. We have just wrapped up our events week theme, 'What Am I Rooted In?' It was a valuable week of connecting with people and being involved in deep theological and life discussions.

We had five afternoon speakers covering everything from whether society has outgrown God, to a marine biologist connecting his work on coral reef destruction to Christian faith. Every evening, Joe Winestone led sessions tackling issues of loneliness, doubt, rest, and identity. These sessions were incredibly honest and opened deep conversations amongst the tables.

The conversations in between the talks across the tables was the most heartwarming part of the week. Students who came not knowing anyone, ended up staying for an extra hour for things like snacks, asking questions they don't get to ask elsewhere on campus. As a result, several people attended church for the first time.

That's what we were hoping for. The week was ultimately a fantastic success!

I am so grateful for every speaker, every volunteer, and everyone who walked through the door.

Social Media post:

'What Am I Rooted In?' is officially complete 🌱🗣️

Events week ran from 9-13 February, with a full room every single day! 😊

Afternoon talks, evening sessions, great speakers and great conversations

From eco-anxiety to loneliness to cultural identity, the topics this year were ones that students really wanted to talk about. And they did!

Huge thank you to our incredible speakers, to Joe Winestone for leading every evening session, and to everyone who came – many of you every single day. You made it happen