

The Publicity **Hype** Handbook:

A guide to sourcing FREE publicity!



Version 2:

DISCLAIMER:

The information contained in this publication is intended as a guide only. This publication should not be substituted for professional advice on laws and regulations in individual cases. If readers still have doubts, they should consult the appropriate legislation or seek professional advice. In addition to the information contained in this document, event and activity organisers must exercise skill, care and sound judgment in all planning.

Although the information contained in this publication has been researched, the City of Darebin Council accepts no responsibility for any errors or omissions that may have accidentally occurred within the publication. The City of Darebin does not necessarily endorse the views expressed by contributors or other organisations contained within. Information contained in this guide will be subject to change.

All information was correct at the time of printing.

INDEX:

	<i>Page</i>
INTRODUCTION	4
STEP ONE - RECOGNISE YOUR MESSAGE	5
STEP TWO - CREATE YOUR MATERIALS	
Media Release	6
Biographies	7
Images	8
Showreels	9
CD's	9
STEP THREE - DISTRIBUTE TO MEDIA	10
Developing a Media List	11
STEP FOUR - FOLLOW UP WITH MEDIA	12
STEP FIVE - INTERVIEWS	13
STEP SIX - OTHER TOOLS	
Free Event Listings	14
Reviews	15
Giveaways	15
Social Networking	16
WHAT CAN DAREBIN DO TO HELP	
Darebin Community Portal Arts Directory	17
Darebin Arts What's On	17
Darebin Community Event Calendar	18
Margaret Gee's Australian Media Guide	18
PUBLICITY TIMELINE	19
ACKNOWLEDGEMENTS	21

INTRODUCTION:

"Today's brands are born with publicity, not advertising. A closer look at the history of many major brands shows this to be true. In fact an astonishing number of brands, including the Body Shop, Starbucks, Wal-Mart, Beanie Babies, Oracle and Yahoo!, have been built with virtually no advertising."

Al Ries "The Fall of Advertising and the Rise of PR"

If a tree falls in the forest and no one is there to see it, did it really happen? Regardless of how brilliant your event or activity is we all know that the success is dependant on an audience in attendance to appreciate it. Creating posters, flyers, placing advertisements in newspapers, magazines and on radio are all great ways of attracting people to your event or activity. However we are also all aware that the costs associated with advertising can be prohibitive.

This guide has been designed to focus on ways of generating free publicity and not on paid advertising. This guide has been put together to help event and activity organisers plan and manage successful publicity campaigns and to guide them through the steps they need to take to maximize audiences. In compiling this document, an attempt has been made to create a balance of information so that enough relevant information is provided without it being too technical or detailed.

Organisers of events and activities are reminded of the need to make their own enquiries and to seek competent advice as appropriate, basing decisions they make relative to the participants and audience. Publicity is a big task with huge responsibilities. This guide aims to make that task less daunting and to give you as much help as possible along the way.

Remember that it's possible to engage professional publicists and specialists to assist you with publicising your event or activity and it may be worth adding this expense into the budget from the beginning.

What is publicity?

While publicity is a major part of any successful event or activity, it is nothing to be concerned about and is not as hard as it seems. Publicity is simply a marketing technique that uses the media to communicate your message to the general public. Publicity is all about attracting free editorial coverage for your show in newspapers, online, on radio and on TV.

So how do you do it? Publicity can be broken down into six steps. This guide will provide facts and tips on each of these steps and also provide further details that will be valuable to you including information about what Darebin City Council can do to help.

STEP ONE - RECOGNISE YOUR MESSAGE:

The media love it if you can give them the information they need in a concise way, so take some time to think about exactly what they will want to know about your show. It is important to consider the following before you create your publicity materials;

What makes your event or activity special?

Melbourne is a large and vibrant city and at any one time there are many events and activities to choose from, so take some time to think about what makes your show different to all the others events and activities. Why does it stand out from the pack?

- Does your cast include any high profile artists?
- Is there a relevant social aspect to your production or artwork?
- Is there a great story behind your production, event or activity?
- Is it a World / Australian / State Premier?

Who is your target audience?

It is essential to work out who your target audience is. This assists you in creating appropriate publicity materials and also helps you in sending your publicity materials to relevant media outlets.

For example, if your event is aimed at an audience of 45+ yrs there is no point writing press releases in funky language and spending your time chasing an interview on Triple J whose audience is 15-28 years. It is essential you do your homework to find out which media outlets best suit your target audience.

Which types of media are relevant for your event or activity?

- Multicultural Press (Australian Chinese Age, Neos Kosmos, Bharat Times)
- Aboriginal & Torres Strait Islander Media (SBS Radio, Koori Mail)
- Gay and Lesbian Media (MCV, JOY FM)
- Children's Press (Melbourne's Child, ABC Radio, Gold FM)
- Youth Press (Triple J Radio, Street Press)
- Music Media (BEAT Street Press, PBS FM, RRR)

STEP TWO - CREATE YOUR MATERIALS:

Media Release:

A press release, or media release, is simply a written statement circulated to the media that is used in generating a feature story or providing an interviewer with information on which they can base their discussion with you. Reporters are more likely to consider a story, if they first receive a release. It is an essential tool of publicity work.

Your media release is the corner stone of your publicity campaign. It is your most valuable tool to communicate information about your show to the media. The more exciting your release, the more likely you are to attract media attention.

Top tips for writing a successful media release are as follows;

- Make your headline brief, clear and to the point.
- Ensure your release is no more than one A4 page. Journalists will request more information if they require it.
- Your first paragraph should be short and straight to the point with a vibrant and exciting hook. Give the key information about your show in the first paragraph: an overview of the 'who, what, why and how.'
- The body of the release should cover you and your show in a bit more detail and point out highlights that will be of interest to the media.
- Be clear and concise and avoid using very long sentences and paragraphs.
- Don't exaggerate or lie and avoid repetition and over use of jargon.
- Try to be interesting rather than arrogant.
- Avoid overstatements i.e. the best, most exciting performance ever.
- Journalists are always looking for an interesting angle or unusual story so if you have one, be sure to tell them.
- Provide brief biographical information on your key personnel. Include a short paragraph on the background of key performers or integral team members. Make mention of any high profile events/productions they have done in the past.
- Proof read your release. Please check for spelling, grammatical and factual errors. Check it and then check it again.
- Include the correct contact details for the person who is coordinating your media. If you do get the media's attention, it is essential that they can contact someone to arrange interviews or request further information.
- The timing of the press release is very important. It must be relevant and recent news, not too old and not too distant.
- Make yourself aware of the media deadlines.
- Use formatting sparingly. Giant type and multiple colours don't enhance your news, they distract from it.
- Send your release by e-mail. Make sure the release is in the body of the email and attached as a PDF.
- Do not include photos in your media release. If you have good photos state that these are available upon request in your media release.
- Recognise the support of your sponsors.
- At the end of the release, point to your website.
- Consider the number of releases and ensure you keep an up-to-date timeline
- One release every week or fortnight is standard.
- MAKE IT EXCITING. You want journalists to read your media release.

Biographies:

Prepare biographies for each key personnel to send to journalists when requested. Your bio should be a few paragraphs long detailing background, experience and perhaps a positive review quote and a few interesting facts.

Your bio should be full of details and is a useful tool for any media who want to interview you. If a journalist requests an interview with someone from your production it is very helpful if you can supply more detailed information on the person prior to the interview.

Before you begin to write your bio, be sure you have taken an inventory of your background, accomplishments, goals and objectives and remember who you are writing the bio for. Make your bio informative, upbeat, and filled with useful comments, descriptions, quotes, and motivational language that make them want to listen to you, and help you.

Have you included the following?

- Your specific genre of music or style of art etc.
- A positive quote about you from a contact you have made.
- What you're doing currently?
- If a new CD or digital release is coming out.
- Information on the forming of the group, past experience, accomplishments.
- Quotes from a couple of your songs you have written.

Remember the following;

- The bio should not waste words.
- For a new artist one page is sufficient to get the job done.
- For experienced artists, two pages should be the maximum length.
- Include your contact details in the bio and any MySpace or YouTube links.
- Please check for spelling, grammatical and factual errors.
- Check it and then check it again.

Images:

A great image is a crucial part of any successful publicity campaign but media don't often have space to run lots of images with listings so in order to ensure your images are up for selection, here are a few tips.

- Make sure the image is clear, in focus, and has all the subjects in clear view.
- Keep resolution at 300dpi, save them as jpegs and keep the file size less than 1MB for each photo file.
- Do not attach an image to the first email you send media, instead always offer to send an image if they require/have space to run one.
- Make sure your image is a strong one. A great image will be picked up by media and run everywhere. Media are always looking for catchy images.
- Photos should be colour. They should be crisp, sharp images.
- Label your jpg files clearly with the event or activity name. Do not send a jpg file with a title like 'Picture 1' or 'Garden' or 'Finger'. When journalists are receiving hundreds of pics per day they will not be able to work out which show your picture relates to.
- You can use a mixture of shots including head shots and live production shots.
- Make certain there's no alcohol or tobacco evident in your publicity photos. Many newspapers and magazines won't touch them otherwise.
- Showing banners, placards, and other promotional items are okay but should be avoided.
- Do not go for something so arty or weird that you as individuals aren't recognizable; this will just defeat your purpose.
- Always remember that the photograph you are taking is about YOU, and not the abandoned junkyard, or funky building. A great location may distract you from your main purpose, which is you.
- You can hire a photographer to get the best shot. It may cost you money, but it may be worth it in the end, if your picture is used all around town.
- If you are staging a photo shoot, bring different outfits to the session.
- For any picture with a child under the age of 18 years old, make sure you have written permission from the parents or guardians.
- ALWAYS ask yourself the question, who owns this photo and do I have permission to use it.

Showreels:

If you have a showreel it may be appropriate to send it to relevant media. This is not a necessity but it may come in useful if you have one. Here are some tips for a successful showreel.

- Do not attempt to make a "homemade" showreel.
- Keep the showreel to around three minutes in length.
- Only include substantial roles and edit tightly around your scenes.
- If you are getting a purpose-made reel produced, shop around and ask to see samples before deciding on where to go.
- Demonstrate your versatility.
- Do not use any gimmicks like "You are about to meet the next big star."
- Include your name and contact details at the beginning and/or end of the showreel (or on the menu).
- Label the DVD and its cover with your name and your contact information.
- Update your showreel regularly, adding newer more accomplished work and removing older/less accomplished work.

CD's:

If you have a CD it may also be appropriate to send these to relevant media. Again this is not a necessity but it may come in useful especially for securing radio coverage. Here are some tips to get you going.

- Do not attempt to make a homemade recording. It may cost you money to use a professional studio but a badly recorded and produced CD may do more harm than good.
- If you are getting a purpose-made CD produced, shop around and ask to see samples before deciding on where to go.
- Include your name and contact details on the CD cover.
- Include these details on the CD also if possible.
- Ensure your best songs are first.
- Make sure your CD's look professional.
- Always make sure your CD's and songs are radio ready.
- ALWAYS ask yourself the question, who owns the songs and do I have permission to use them.

STEP THREE - DISTRIBUTE TO MEDIA:

There are two ways to distribute your media release by post or email. Mailing can be expensive and time consuming so the common way to get your information to the media is via email as it is cheap and immediate.

Remember the following when sending out your emails;

- Send your release in the body of an email and attach the pdf version of the file also.
- Your media release should be saved no larger than 500KB.
- Offer to send media images if they have space to run one with your listing.
- When appropriate you can also offer your availability for interviews either via phone, in person or over email.
- Always include a contact number for yourself in your email.

It is essential you do your homework to find the correct contact details for media outlets which best suit your target audience. Some media to consider contacting when sending our information;

- The Age (**Print**)
- The Age EG (**Print**)
- Sunday Age (**Print**)
- Herald Sun (**Print**)
- Sunday Herald Sun (**Print**)
- MX (**Print**)
- Melbourne Times Weekly (**Print**)
- Leader Northcote / Preston (**Print**)
- Inpress (**Print**)
- Beat Magazine (**Print**)
- RRR (**Radio**)
- PBS (**Radio**)
- Triple J (**Radio**)
- JOY FM (**Radio**)
- 774 ABC Melbourne (**Radio**)
- Ch 31 (**Television**)
- Various entertainment websites (**Online**)

Also remember to target media outlets relevant for your event or activity?

- Multicultural Press (Australian Chinese Age, Neos Kosmos, Bharat Times)
- Aboriginal & Torres Strait Islander Media (Indigenous Times, Koori Mail)
- Gay and Lesbian Media (MCV, JOY)
- Children's Press (Melbourne's Child, ABC Radio)

Developing a Media List:

One of the most important aspects of publicity is the development of a solid list of media contacts. Including all possible contact information in one database will make it easy and efficient for you to send your announcements in the future. But how do you collect these contact details?

The top tips for developing a media list:

- ❑ Collect all relevant newspapers every day for a week, including all street press, local papers, MX and any relevant Gay, Koorie or Multicultural press.
- ❑ Flick through all papers collected and write down the relevant names and email addresses of journalists and section editors. More often than not they will be included. You may have to look for them though.
- ❑ Get familiar with print, radio and TV websites. Everyone has a website these days. Start searching and collect details from the “contact us” section.
- ❑ A telephone book may also help with putting together a media list. In some places the local press association may provide a basic list.
- ❑ Visit the reference section at either the Northcote or Preston Library and get your hands on a copy of *Margaret Gee's Australian Media Guide*. This guide has become a mandatory resource as it includes extensive listings for over 25,000 media contacts and 3,000 media outlets.
- ❑ Margaret Gee's guide covers television and radio stations, newspapers, magazines, newsletters and press agencies, parliamentary press gallery, multicultural press and representatives of overseas press.
- ❑ If possible, telephone each news outlet to verify current names, addresses, and telephone numbers.

STEP FOUR - FOLLOW UP WITH MEDIA:

Writing the release and sending it out is great but do not stop there. If you wait for the phone to ring, it may never. To generate interest and more importantly press articles you need to follow up with the journalists.

The top tips for following up your media release:

- It is important that you call or email journalists to check that they received your media release and to check if they require further information, are interested to arrange an interview or wish to review your show.
- Don't be a stalker. Journalists are generally very busy people and as such they can be very hard to catch. Leave one brief phone message with your contact details and your spiel or send a polite email. Most journalists do try and return your call or message but sometimes they don't. Do not leave an endless number of messages. Two or three is enough to make your point. More makes you a stalker.
- NEVER leave cranky messages for journalists. It will not help your cause.
- If you are having no luck getting through to one journalist, try another person at the same publication.
- Arts sections of newspapers do not have enough room to cover every event or activity in Melbourne. Think laterally and try other sections of the paper i.e. gossip pages, food pages, general news, education or career pages.
- If a journalist requests additional info or an image and you say you'll email it today – make sure you do. Journalists often request things when they are on deadline and they need information promptly. Don't keep them waiting or you'll miss your chance.
- Prepare yourself before you pick up the phone. Make sure you know where your show is on, what time, how to book tickets etc. Prepare a couple of enticing sentences which describe your event. If you do get through to the journalist you are after, you don't want to waffle.
- There is no point leaving a message with your contact number if you have not charged your phone or always have it switched off. Please be contactable. If a journalist does call you, you want to take the call. They are unlikely to call twice. Message services are also a great idea.
- Have the original email you sent to the journalist in front of you, so you know what you have offered in terms of information, interviews, giveaways, etc. Be polite and confident but not annoying. Emails do slip through busy inboxes so offer to send your email again if they don't recall seeing it.
- Space in newspapers and on radio programs is going to be difficult to secure during busy times, so if the journalist doesn't have space for a story, ask them to run a listing for your show. If they are able to run a listing, be sure to check if they can run a photo with it and then send your image through.
- No response usually means 'no' so it's best to move on.

STEP FIVE - INTERVIEWS:

Once you have written the releases and followed them up with the media the interview requests will hopefully start coming in. The old saying that all publicity is good publicity is not true. A bad interview will translate to a bad story.

A FEW TIPS for doing successful interviews:

- Make sure you are on time for any interview.
- Make sure you get your message across.
- Always be polite and never sarcastic.
- It is important that you have all your show details at your fingertips so you can answer correctly when asked where and when you are performing or how people can book tickets.
- It is really important to have a good vibe when you are doing interviews. If you sound bored or tired, people will be able to hear it. Remember that you are trying to grab their attention and make them want to come and see your show.
- Interviews can be face to face or on the phone. The journalist will tell you which they would prefer.
- If the interview is over the phone make sure you have a private place to speak with no background noise.
- Avoid using your mobile phone for interviews as the quality can be poor.
- Remember that an interview is not a casual conversation but rather an opportunity to communicate directly to your target audience who will potentially come to your show depending on how you come across.
- Make sure you have two copies of your media release handy, one for you and one for the writer/broadcaster.
- If it is a radio interview remember to bring a copy of your CD if you have one.
- Remember that what you say will usually be transcribed word for word, so try to avoid expressions such as “um”, “kind of”, “and then like”.
- Avoid answering questions with a YES or NO.
- Always elaborate on questions and know your stuff.
- If the interview starts going badly, stay calm. Be polite and confident.
- Answer all questions asked of you.

STEP SIX - OTHER TOOLS:

Free Event Listings:

As well as interviews, there are other ways to get coverage in papers and on radio. Most papers, street press and radio stations run free gig listings and calendars. It is a good idea to try and get your show included in these wherever possible. See if the publication will run your picture with the listing as this will make yours stand out from the rest.

There are also many online gig guides and sites who except listing for FREE. This can be a great way to get your name out there and get a few more people to your event. It can be time consuming but worth it in the end.

Possible opportunities for online listings include;

- www.fasterlouder.com.au
- www.beat.com.au
- www.rrr.org.au
- www.artshub.com
- www.samesame.com.au
- www.au.timeout.com/melbourne
- www.mytickets.com.au
- www.events.heralsun.com.au/victoria.melbourne/events
- www.onlymelbourne.com.au
- www.whitehat.com.au
- www.broadsheet.com.au/melbourne/events
- www.themusic.com.au
- www.visitvictoria.com
- www.thatsmelbourne.com.au
- www.inthemix.com.au
- www.TheDwarf.com.au
- www.pbsfm.org.au
- www.vic.gov.au/calendar
- www.melbourneforkids.com.au

Reviews:

Reviews are a great way to increase your presence in the print media and on radio if the event is going to take place over an extended period of time. You do run the risk of an unfavourable review but on the whole, the media are very supportive and a good review does help encourage audience members to see your show.

Tips for getting a good review include;

- You should invite reviewers to review your show via email. It's best to call the media outlet and ask them who manages their reviews and then ask for an email address to contact that person.
- Some media outlets will not give you a personal address for reviewers, rather an address for an Editor, so make sure you put the reviewers name in the subject line and ask in the email that the invitation be passed on to the reviewer.
- It's best to send the invitation 2 or 3 weeks in advance of the show date.
- Always make available two tickets for a reviewer.
- When a review has been confirmed allocate tickets through the Box Office and double check that tickets are allocated. You do not want a review to turn up only to be told the ticket was given away.

Giveaways:

Most media like to be able to offer free stuff to their readers. Therefore giveaways are a good way to secure extra coverage for your show.

Look at the regular giveaway sections in newspapers radio website and come up with a ticket giveaway package that offers the same kind of value. Three double passes is a fairly standard giveaway, but some media outlets may ask you for more than this. Give away whatever you are comfortable with. Giveaways should be organised 2 or 3 weeks in advance.

Social Networking:

MySpace, Facebook and Twitter are not just websites for you to waste countless hours. They are valuable tools in any publicity campaign and are great places for you to build a little more publicity for your event or activity. Sure there are some good things and some bad things about social networking sites but if you are not using these to sell your event or activity, you may be missing a really big audience.

Like it or not, you have to go with what is popular, and right now having a profile on MySpace, Facebook or Twitter is just that. They are good tools to reach an audience that might not visit your website or learn about your event or activity without it.

Tips for getting the most out of social networking include;

- Treat these sites as a database of potential audience members.
- Do a search for other users. Start with friends and then move on from there.
- Do not resort to spamming. Most times just sending a friend request and allowing them to check out your page is enough.
- Join groups and discussions and make sure you participate. You cannot pop into the site once a month and expect to gain much exposure. Social networking takes time and effort.
- For MySpace pages ensure the page is clear and easy to read.
- Use your publicity image or poster artwork as your profile picture.
- Use social networking as a serious form of promotion. Always be polite and never sarcastic.
- Make sure you add your media releases and keep the pages current.
- Answer all friend requests, emails and questions asked of you.
- Set Up Your Own Website. This is another useful way to promote your show. Include your publicity image, website and show details on your site, together with you bio, music/YouTube links and reviews.

WHAT CAN DAREBIN DO TO HELP?

Darebin Community Portal Arts Directory:

The City of Darebin has developed the Darebin Community Portal for local residents, businesses, artists and groups to promote their services and activities to the Darebin community. It's FREE to register your details and to build a website.

Having a website is a great way for people to find you. You can upload photos and update information as you wish. Or, if you already have your own website, you can create a basic website linking to your current website. For further information, to register or to start building your own website please check out www.darebin.org/aboutcommunityportal

Darebin Arts “What’s On”:

“What’s On” is produced by the Darebin City Council Arts and Culture Branch. It is an e-newsletter published fortnightly, distributed to thousands of people and is designed to keep the community informed.

To include information in the Darebin Arts “What’s On”, email your entry with “What’s On Entry” in the subject line and Information about your news item in the body of the email including the following;

- Day and Date.
- Event or Activity Name.
- Description: under 100 words. If the event is not held within the City of Darebin you must include how the event is linked to the City of Darebin in the description: does the event have a Darebin artist, organiser or organisation (who lives/works/studies in Darebin) involved.
- Location.
- Time.
- Cost.
- Contact person, phone number, email address.
- Website.

When submitting information remember the following;

- Please do not write your entry in CAPITAL LETTERS.
- Do not send PDF's or full page media releases.
- Images will not be included.
- Entries must be Arts and Culture related.
- Entries will continue to be included in the fortnightly “What’s On” until they are no longer current. Entries that have event dates more than 2 months in the future will be listed closer to the event date. Re-submission is not necessary.
- To submit your entry to “What’s On” please email whatson@darebin.vic.gov.au
- Submission deadline: 1:00pm on Wednesdays: A submission received after this time will be included in the following fortnights “What’s On” e-newsletter.

Darebin Community Event Calendar:

The City of Darebin has developed the Darebin Community Event Calendar for local residents to keep up to date with what is happening in the area and for local businesses, artists, and groups to promote their services and activities to the Darebin community. Adding your details to the calendar is FREE and easy.

For further information or to register your event or activity please visit <http://www.darebin.vic.gov.au/Calendar/CalendarAddEvent.aspx>

Margaret Gee's Australian Media Guide:

Visit the reference section at either the Northcote or Preston Library and get your hands on a copy of Margaret Gee's Australian Media Guide. This guide has become a mandatory resource as it includes extensive listings for over 25,000 media contacts and 3,000 media outlets.

Margaret Gee's guide covers television and radio stations, newspapers, magazines, newsletters and press agencies, parliamentary press gallery, multicultural press and representatives of overseas press.

For further information about Darebin Libraries please call 1300 655 355 or visit www.darebinlibraries.vic.gov.au.

Buxton Walker Publicity:

The Darebin Music Feast engages the services of Buxton Walker Publicity to help promote the festival overall and to assist participating artists with any queries you may have.

If your show is part of the Darebin Music Feast do not hesitate to contact Michelle Buxton at michelle@buxtonwalker.com or by phone on 0419 134 278 if you need any advice in relation to publicising your show.

PUBLICITY TIMELINE:

This example timeline is based on traditional methods for publicising an event or activity. However each activity is unique, as is each publicity plan. No matter what your activity or plan, there are two basic rules that never change: It's never too early and it's never too late.

2 - 3 Months Prior:

- Figure out who the target audience is for your event or activity
- Consider your publicity angles. What makes your event or activity special?
- Check out the competition. Are there any events or activities similar to yours? What types of media do they attract?
- Start creating your publicity materials. Biographies, Images, Showreels and CD's
- Develop a media list: print, radio, broadcast, internet, newsletters etc.
- Start listing media outlets to target that are relevant to your activity.
- Create or update social networking sites.
- Start writing your media releases.
- Create your publicity materials. Biographies, Images, Showreels and CD's
- Develop a media list of print, radio, television and online contacts
- Send out long lead Media Release for quarterly magazines and journals.
- Start building up relationships and audiences on social networking sites
- Follow up on long lead Media Release
- Add your event to the Darebin Community Event Calendar
- Start working on free event listings for websites.
- Compile all reviews and media mentions
- Include event or activity information in Darebin's "What's On".

4 Weeks Prior:

- Mail opening night and media invitations
- Send out Media Release 1
- Go over your publicity plan and make sure you haven't missed anything (or add any new ideas you've come up with)
- Keep working on free event listings for websites.
- Up date social networking sites
- Compile all reviews and media mentions

3 Weeks Prior:

- Start speaking to the media about Reviews and Giveaways
- Up date social networking sites
- Follow up on Media Release 1
- Conduct interviews and compile all reviews and media mentions

2 Weeks Prior:

- Go over your publicity plan and make sure you haven't missed anything (or add any new ideas you've come up with)
- Send out Media Release 2
- Continue speaking to the media about Reviews and Giveaways
- Update social networking sites
- Conduct interviews
- Compile all reviews and media mentions
- Keep contacting media - Build on the press you have (if it's local, take it to the next step, bringing your local clippings and media appearances to the attention of state and national media).
- Monitor the media. If a news event occurs that overlaps with the activities subject matter, contact journalists covering the events and fax news releases with your comments. If the subject is back in the news frequently, consider e-mailing releases with new angles once a month or so.

1 Week Prior:

- Update social networking sites
- Continue speaking to the media about Reviews and Giveaways
- Follow up on Media Release 2
- Conduct interviews
- Compile all reviews and media mentions

Event or Activity Day:

- Compile all reviews and media mentions
- Keep contacting media - Build on the press you have (if it's local, take it to the next step, bringing your local clippings and media appearances to the attention of national editors and producers).
- Conduct interviews

If your event or activity is over a period of time;

- Consider sending out another Media Release
- Reviews are much more important if the event is taking place over a period of time.
- Conduct as many interviews as possible
- Continue to monitor the media
- Continue to up date social networking sites

Post Event:

- Send out Post Event or Activity Media Release
- Follow up on Post Event or Activity Media Release
- Update social networking sites
- Conduct interviews

ACKNOWLEDGEMENTS:

Darebin Council would like to acknowledge the following organisations and resources referred to in the compilation of this document.

Big Thanks to:

Buxton Walker Publicity

Darebin Music Feast Publicity Guide 2008

Prepared by Oh Traveller Publicity

Melbourne Fringe Festival Publicity Handbook 2008

Prepared by Buxton Walker Publicity

The Fall of Advertising and the Rise of PR

By Al and Laura Ries

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FURTHER INFORMATION:

Arts and Culture Branch
Darebin City Council
Ph: 8470 8888

Multilingual Telephone Line: 8470 8470

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