

# Getting More Attention



The basics of PR & media engagement

# Step 1: Planning

**Define your purpose:** Ask yourself what your first and second priorities are for your event. For example do you want to sell tickets to an upcoming event and ensure the local council are aware of your venue? That would be your first and second priorities.

**Select your target(s):** Once you have defined your purpose you can select your target audience(s). Based on the above example your targets would be people within a 15km radius of your venue and those interested in the particular type of event you are staging as well as council members and employees.

**Do your research:** Find out what media your target audience(s) use to keep themselves informed. This can be traditional media (television, radio and press); social media channels, various advertising channels (such as notice boards, flyer drops via the post office, etc). The important thing is to know that you are using the best channels to get your message across.

**Set up your calendar of action:** Some channels take up to six months lead-time so plan out what you need to do when. You will be working right through your event because social media is immediate while traditional media is anywhere from four to one week in advance. Know what you need to do each day and it will feel less overwhelming.

# Step 2: ...and now write the media release

**Structure:** Start with a clear heading and the date. Each paragraph is made up of one sentence. The first paragraph is the most important and must have the essentials in it of **who, what, when, where** and **why**.

Include a quote from the key personality /spokesperson for the event.

Conclude with the essential details and let people know if the event is free or how to book tickets and how much the tickets are.

Finish with (ends) and underneath that put the contact details for the person who will be liaising with media. Be sure to have at least a mobile number and an email address.

**Additional elements:** If you have a good image you should let the media know that high quality images are available. (300 dpi for magazines).

Please refer to the media release on the next page as an example.

# MEDIA RELEASE

10 November, 2013

## Chaffey Theatre rolls out the red carpet for Australian cinematography great Dean Semler AM

The Chaffey Theatre will be hosting two special events with legendary DOP Dean Semler on Saturday 23 November.

There will be a behind-the-scenes presentation at 2pm. This 2.5 hour event is **free** to Riverland residents and media students and \$15 for non-residents. Bookings are essential.

“For the behind-the-scenes presentation I’ll be screening a series of clips, doco stills and chatting about the associated stories for 17 of the movies I’ve worked on,” explained Dean. “It’s an interesting and fascinating insight into the business. And as you can imagine there’s a good dose of the unbelievable in there as well. I’m looking forward to the questions that generates!”

At 7pm Dean will kick off a free screening of his movie **Get Smart** with a presentation. Following the movie Dean will run a Q&A and mix with guests in the foyer.

Dean Semler, A.C.S., A.S.C., AM is an Oscar winning Australian cinematographer. Over his career he has worked as a cinematographer, camera operator, director, second unit director, and assistant director.

Born in Renmark in 1943, Dean’s career has taken him from being a camera operator at NWS9 in Adelaide to having being the cinematographer on 73 movies and television series. His distinctive style won him the Oscar in 1990 for *Dances With Wolves* as well as nine other international and national awards.

Dean has just finished working with director Robert Stromberg on *Maleficent* starring Angelina Jolie and Elle Fanning.

“I’m really looking forward to being back in Riverland,” said Dean. “It will be good to see the people, the river and have the chance to eat some Murray cod.”

To book your spot at the behind-the-scenes presentation and the free screening call the Chaffey Theatre on (08) 8586 1800 or email [chaffey@countryarts.org.au](mailto:chaffey@countryarts.org.au)

(ends)

Media enquiries: Joy Lothian - Joy.Lothian@countryarts.org.au or (08) 8444 0417 / 0423 828 035 or Helene Sobolewski - Helene.Sobolewski@countryarts.org.au or (08) 8444 0429

# Parting words

It may seem daunting to undertake a PR/media campaign when you've never done it before. Just keep these basic rules in mind and you'll make your way through your first (or 100<sup>th</sup>) attempt:

**RULE #1:** Use the press release as a sales tool.

**RULE #2:** Have a newsworthy story.

**RULE #3:** Write it like a reporter would write it.

**RULE #4:** Provide some good quotes.

**RULE #5:** Contact your top outlets personally.

Source: Geoffrey James for Moneywatch /CBS