

Getting your Art in the news: Creating your own communications strategy

- **AIMS**
What do you want to achieve? List your key aims/points/messages. What is your main selling point? This will help you to find your audience

- **OBJECTIVES**
To promote you and your art/organisation
To attract people to an event
To get people to pay for your art
Key messages
Or something else?

- **TARGET AUDIENCES**
People in your region
People in the UK/overseas
Certain age groups
Other artists/arts organisations
People with an interest in your art
People willing to pay for it!
Opinion formers – Local authorities, Arts Council England etc

- **METHOD**
Create an angle which will attract attention and get pre-publicity – gimmicks or unusual location etc
Work with other artists – share costs and expertise
Work with partners – local authorities etc
Use local/ regional/ national/ specialist media using media releases/interviews
Advertising (paid for) in publications and on radio stations
Print – flyers, posters, brochures
Websites/Emails

- **Using these headings as a guide draw up an outline of your own strategy. Work with your partner. Use lateral thinking (ie think out of the box!). You have to sell yourself. Your budget is low. You will have to be creative and think of angles/images that will attract the media and get you FREE publicity. Consider pre and post event publicity**
- **However, do use other promotional ideas to support your media campaign as media exposure is never guaranteed. If you produce flyers you'll have to think of novel ways of distribution. Do consider using a website and emails to promote yourself**
- **Get thinking! You have just 30 minutes so that's 15 minutes for each strategy so your ideas should just be in note form.**
- **Useful web addresses for locating media contacts –**

Media UK -

www.mediauk.com

British Media Online -

www.wrx.zen.co.uk/britnews

BBC sites -

www.bbc.co.uk/england/midlands

Radio Now -

www.radio-now.co.uk

Commercial radio -

www.services-24.com/media/radio