

# HOW TO PUBLICISE YOUR EVENT



History Festival 2017

**SOUTH  
AUSTRALIA'S  
HISTORY  
FESTIVAL**

Welcome to the 2017 History Festival program!

This year we have a lot of exciting changes. These include new media partnerships with News Ltd – The Advertiser and Channel 9; a focus on digital communication including an updated website and driving new audiences by focussing on growing our social channels.

We will be helping promote your event through the Festival's overall marketing strategy including digital communication channels, advertising and publicity efforts. However with over 600 events, there are limits to what we can talk about so here are some top tips on how you can publicise your own event.

# PR & Media Relations:

The main Festival publicity campaign runs from the program launch in April through to the end of May but you should also pitch your own event to targeted print, online and radio media.

Consider sending a short summary about your event to 'what's on' media e.g. The Messenger's listings or What's on listings in The Advertiser and The Sunday Mail. The contact details are always listed on the page or on their website. Make sure you send a succinct event description and a great image.

Submit event listings to websites that receive high traffic – Adelaide City Council for metro events and SA Tourism [southaustralia.com](http://southaustralia.com).

Research online bloggers who have an interest in your field, these people can be extremely influential and really help to get the word out for you.

# Free listings:

Free website listings are excellent and sometimes much more widely read than traditional papers.

**Weekendnotes:** [www.weekendnotes.com](http://www.weekendnotes.com)

**What's On in Adelaide:** [www.whatsoninadelaide.net.au](http://www.whatsoninadelaide.net.au)

**What's on For Adelaide Families:** [www.whatsonforadelaidefamilies.com.au](http://www.whatsonforadelaidefamilies.com.au)

**Kids in Adelaide:** [www.kidsinadelaide.com.au](http://www.kidsinadelaide.com.au)

# Social Media:

The History Festival has avid and engaged followers across our social media channels so it's important that you capitalise on this and join in the conversation with us.

This year through both our e-news and social communication we are going to make an effort to call out individual events as we want to celebrate you as much as possible.

So be sure to

1. **Follow us on:** Instagram [@historyfestival](#) and Facebook [History Festival](#)
2. **Always use the hashtag #sahistfest**
3. **Join in the conversation:** Share our content and generate your own content too – this can be anything from behind the scenes pics, mini videos of your organisation, setting up your event... get creative.
4. **Consider social advertising** – this can be a very cost effective way to get the word out to people beyond your own audience and friends.

# Images & Video:



Beautiful images are critical to selling your event. These will help you stand out and make media much more likely to include you in press and online. Media LOVE images with people – anything to humanise the story.

**Imagery:** Ensure to have interesting images on hand if you are pitching your event to media. It's essential that they are high resolution (300 DPI). There is no point sending a 50kb image to a journalist, they won't be able to use it. If it's possible, hire a professional photographer to take lots of photos. This way you have images you can use for the next year's event or any post-event PR to send to journalists.

**Video:** Video is becoming increasingly important on social media. It's really easy to take a short video using your phone, and you can download apps such as Splice to easily edit them and make them look great.

# Getting to the media:

Getting an article published is easy when you remember the media really wants to tell your story as long as you make it interesting and relevant. You need an angle, a way to approach the story that grabs interest.

Whether its print, online or radio, media groups divide up their staff by topic focus, so you should try to connect with the person who tends to cover non-profits or community events. Poke around previous issues and on their website if you're not sure. If you can't find specific contact information, the editor is usually the best point of contact, and he or she will assign the story to the right member of the team.

It's a little known fact that your local paper will print virtually anything, if you've got a good story and you do the work for them. They usually don't have enough writers or reporters, they focus on ad sales and the editor does almost everything to fill space.

# The Media Release:

The most important thing about any media release is to be sure to include all of the event details, it's amazing how many times people forget the simple details!

- What is the event?
- Where is it?
- When is it?
- Who is it for?
- Who is the best contact to talk about the event?
- Why are you doing it?

The “why” deserves the most attention, because it's your chance to tell journalists why your event is worth writing about. In turn, you hope they'll communicate that to their readers or viewers. To answer why, start with the big picture – your mission, and how this event fits into it. You need to explain why this event is special.

# The Media Release:

The best thing for any media outlet is to write the story for them. Whether it's the local newspaper, an online blog or radio, budget cuts mean less staff so less time for writing. If you present them with a written article that they can reproduce, you are more likely to get published.

Target your article to around 300-350 words. Make sure your headline is written to hook your audience attention and try to put a fun and authoritative quote in it somewhere.

There are lots of online templates for media releases that are simple to use.

Assist reporters by finding **interview subjects** and again, give them great images or let them know if there are great photo opportunities at your event.

Be creative! If your event sounds interesting then it's likely to get picked up.

# Television:

Television is really hard to crack, as they mostly look for truly news worthy stories, but if you manage to get a story on air then it can make a huge difference to audience numbers.

Determine which TV program suits you the best. The key to getting the best results is to match your audience with the target audience of the TV program. Put yourself in the shoes of the journalist, researcher or producer you are contacting. Consider what they want and need from a news story.

Think in pictures. Television is all about images. The TV news and current affairs programs, as well as lifestyle chat shows use images and vision to communicate their messages. When a TV journalist reads your press release, the first thing they are thinking about is the visual element of the story, or "how can I show this on camera?". So, if you want to know how to get on TV, you must think about the pictures you can offer or help set up.

Get together your media release and great image and email it to a researcher, producer or journalist. If you don't have a contact name, contact reception and ask. And good luck!

# Lastly, it's not rocket science

Don't be intimidated by the media or trying to get publicity for your event. Journalists will appreciate and understand if you are from a community organisation or not a publicist so don't be afraid to ask questions. Don't be afraid to simply pick up the phone and ask if they would be interested in your event.

Don't overthink it. If you are limited by time, write one great media release, find one great image and send it everywhere you can think of.

# Thank you!

Kristy Rebbeck

Marketing, Communications & Partnerships Manager

History Trust of South Australia

[krebbeck@history.sa.gov.au](mailto:krebbeck@history.sa.gov.au)

