

Marketing & Mediums

Traditional, Social & Creative

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Fredericksburg Chamber of Commerce





About Me



- 10 years in destination marketing/management
- 14 years self-employed
- 2 years in Chamber work

COMMON THEME – FESTIVALS!

My World



Short Video

Setting the marketing table



Think of the table as the marketing concept.

The table cloth is the promotional strategy.

The china, flatware, glasses, centerpiece and candles are the individual elements that complement the promotional strategy.

Definitions



MARKETING

Determining the needs and wants of target audiences and adapting the product to deliver the desired satisfactions effectively and efficiently

Definitions



ADVERTISING

Any paid (cash or trade) form of non-personal presentation of ideas, goods or services by an identified sponsor.

Definitions 

PUBLICITY
 Any unpaid form of non-personal presentation of ideas, goods or services by an identified sponsor.

Definitions 

PERSONAL SELLING
 Process of persuading a prospect to attend your event though the use of person-to-person communications.

MARKET RESEARCH
 How can you talk to people you don't know?



What Do I Need To Know? 

- Explore what information exists and what you would like to know about your consumers
- Determine the best method for obtaining the information you desire
- Apply what we learn about our consumers to programming and marketing decisions

Why is market research important? 

- It steers us from “guessing” to solid decision making
- It helps us build relationships with existing audiences
- It helps us explore new potential markets
- It allows us to monitor trends and change our product accordingly
- It gives us legitimacy and authority
- You can't manage what you don't measure



Determining Information Needs 



- What would you most like to know about your customers?
- What information would best help you in evaluating your event?
- Will asking the question yield valuable information or mere trivia?
- Sometimes starting with the end result in mind helps

Determining Information Needs



- Demographic
- Geographic
- Psychographic



Explore existing data sources



- Trade associations – International Festivals and Events Association
- Local, regional, state travel organizations or agencies
- Chambers of Commerce
- The Internet
- Your sponsors, vendors and other partners



Some Favorites



- www.Ypartnership.com – leading provider of lifestyle and consumer trends
- www.census.gov – enormous source of demographic data
- www.festivals.com – great way to see who is doing what and what trends may be emerging
- American Demographics magazine

Market Research



Converting Information Needs Into Valid Questions

- Understand the pros and cons of various question types
- Use language that is simple, clear and concise
- Test the questions on a smaller population
- Modify questions that are yielding bad results

Market Research



Selecting a Survey Method For Your Event

- Entrance Surveys
- Intercept Surveys
- Exit Surveys
- Post-Event Surveys
 - Email
 - Phone
 - Regular Mail
 - Focus Group



Entrance Surveys



<h4>PROS</h4> <ul style="list-style-type: none"> • Easy way to select and intercept survey candidates • Good for evaluating their "perceptions" of the event • Can be used as way to "tag" an attendee for later surveying 	<h4>CONS</h4> <ul style="list-style-type: none"> • Attendees are excited about attending and don't want to stop to answer questions • Attendees have not yet experienced your event
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Exit Surveys



PROS	CONS
<ul style="list-style-type: none"> Allows attendees to experience your event before evaluating Gives attendees an opportunity to interact with you 	<ul style="list-style-type: none"> Takes more staffing and volunteer training Depending on the time of day and activities offered, data may be less than reliable

Intercept Surveys



PROS	CONS
<ul style="list-style-type: none"> Allows attendees to experience your event before evaluating Gives attendees an opportunity to interact with you 	<ul style="list-style-type: none"> Takes more staffing and volunteer training Can be perceived as cumbersome or nagging

Post-Event Surveys



PROS	CONS
<ul style="list-style-type: none"> Allows attendees to experience your event before evaluating Participation in a more intensive survey increases 	<ul style="list-style-type: none"> Takes more staffing and volunteer training Promptness is key, opinions and perceptions will change as time lapses

Post-Event Surveys



- Email – www.surveymonkey.com
- Phone – harder and harder to do well
- Regular Mail – postage-paid, hand-signed, with real stamps and a simple George Washington does wonders
- Focus Groups – great data, but most difficult logistically and financially

I've got a pile of surveys, now what?



- Crunch the numbers as soon as possible
- Look for the obvious and not so obvious
- Determine how you plan to share the information gleaned
- Be mindful of any data you view as sensitive or proprietary
- Use the data in ALL decision making

How can I apply the data to my event?



- Programming
- Marketing, advertising and publicity
- Potential sponsor recruitment
- Layout and logistical arrangements
- Market segmentation
- In short...everywhere!



BRANDING

Making Your Event
A Household Name



Why Brand?

Does your event have:

- Entertainment
- Great Food and Beverages
- Children's Activities
- Stage Shows

Why Brand?

**SO DOES
EVERYONE ELSE!**

What are brands?

- Brands are not tangible or permanent
- Brands are consumer-driven and often grounded in emotion
- They are based on the collective experience people have had with your event or perceive of your event
- All products can be branded
- Brands require constant attention and acceptance must be earned



Where is your festival?

FIVE LEVELS OF BRAND FAMILIARITY

1. Rejection
2. Non-Recognition
3. Recognition
4. Preference
5. Insistence



How do I build brand familiarity?

- Honestly assess what makes you unique, even unforgettable (Blue Ocean Strategy)
- Reflect your brand in all aspects of your event – promotions, programming, training etc.
- Insist on quality and consistency

ADVERTISING

Look at me!
Look at me!



Advantages of Advertising



- Ability to reach large, but targeted audiences
- Chance to demonstrate your event
- Control of the message – You say what, to whom, how often and in what way

The Rules of Advertising Have Changed



TELEVISION

- Declining viewership in certain groups
- Channel fragmentation
- TiVo
- Programming challenges



The Rules of Advertising Have Changed



RADIO

- Channel fragmentation
- Satellite Radio/iPod
- Frequency needed to effectively deliver the message



The Rules of Advertising Have Changed



NEWSPAPER

- Declining readership
- Competition from online news sources
- Local/regional newspapers may be the exception for festivals



The Rules of Advertising Have Changed



MAGAZINE

- Micro-niche formula
- Competition from online news sources



The Rules of Advertising Have Changed



ADDITIONAL CHALLENGES

- Learning to talk to younger consumers.
- Shifting demographic populations.
- Growing wariness of advertising in general.

Smart Moves For The New Landscape of Advertising



- Compare the readership or viewership to what you know about your customer.
- Talk to other advertisers.
- Evaluate the editorial content of the publication/show.
- Test the source with a smaller "buy".

TV Tips



- Grab attention (unique sound effect, music, visual or even silence)
- Don't forget the benefit
- Repetition is important
- Use a bug (lower right corner logo)
- The younger the audience, the more cuts

Radio Tips



- Use the power of the listener's imagination
- Emotion (of all kinds) works well because listeners are typically alone
- Think repetitive....again
- Sound effects can be effective

Print Tips



- Don't bury the logo (resume example)
- Use your customer's language
- Put the benefit in the headline
- White space grabs attention
- Make your copy space count

Outdoor Tips

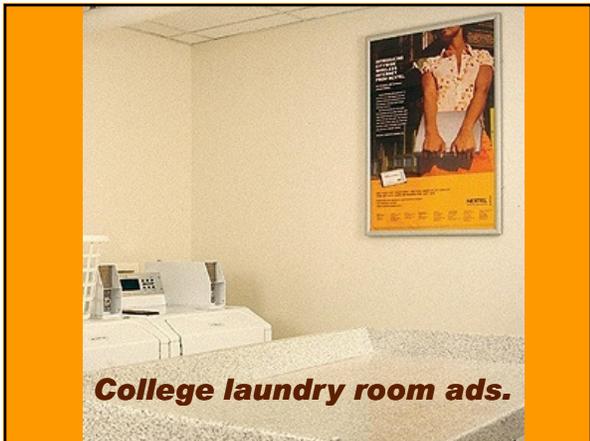
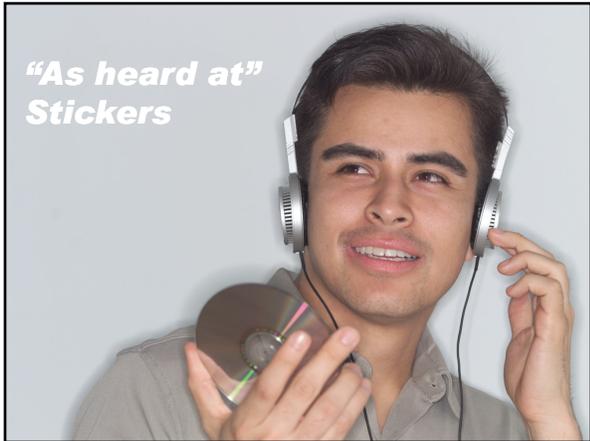


- Big...Simple...Memorable
- Use nine words, tops....1-6 are better
- Location, Location, Location
- Think of trucks, buses, benches, etc as a moving extension of outdoor

Don't overlook the non-traditional stuff.



- Where can you place your message that your target audience may see?
- Where can you demand greater attention?
- How can you tie in your sponsors? Create new sponsorships?





Is it working?

- Internal tracking (phone calls, email inquiries, website hits, texting, sales peaks)
- Conversion studies

Collateral Materials.

- Brochures
- Postcards
- Door hangers
- Bottle ringers
- Table tents
- Posters
- Coasters
- Bookmarks
- Flyers
- Rack Cards

Collateral Materials.

- Sets the hook for the consumer
- Graphic appeal and solid information are key
- They don't do any good sitting in the storeroom.
- Distribution is vital

ALL THINGS DIGITAL
(AKA, this will all change before you do laundry again)

Does your website do enough?

- Is it continuously updated?
- Does it periodically change looks?
- Is it intuitive?
- Is there an interactive element?
- Can you buy stuff?
- Is it search engine optimized?
- Is it fun?

Social Media Outlets.
Embrace or be left behind.

It's really all about conversation.

Begin With Strategy
DON'T FORGET MARKETING 101

New-fangled stuff, same strategy.

- What exactly do you want to achieve?
- Who is the audience?
- How will you measure effectiveness?

Some Facebook statistics.

- Highest traffic occurs mid-week between 1-3 p.m.
- FB business pages have doubled since last May to 16 million.
- Engagement is 18% higher on Thursdays and Fridays
- Every 60 seconds on Facebook: 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded



Content is still king.



Getting people to find you.

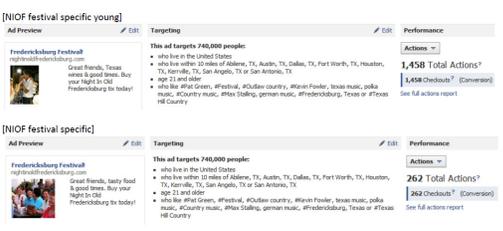
- Invite the people you know.
- Add social media icons/mentions to everything you do.
- Advertise on Facebook (very economical and targeted). For example, you can target the 1,280 FB users who live in with 50 miles of San Marcos, are over the age of 18 and like music festivals.



Facebook Ad Tips

- Split test your ads
- Determine a click through threshold and discontinue underperforming ads
- Monitor your campaigns closely and change when needed
- Calculate cost per fan (amount spent divided by number of actions)
- Bid high to get your ad approved more quickly, you can change the rate later

Split testing.



PPC results.

Category	Facebook	Google
Impressions	4,937,806	92,531
Clicks	1,890	739
Click-through rate	0.038%	0.80%
Conversions	1,733	721
Cost per click	\$0.42	\$0.93

Campaign investment - \$1,600

Facebook Sweepstakes.

The first sweepstakes of high to 100 million dollars in cash awarded the winner on July 26, 2013 and was a draw for Friends to help support the first sweepstakes award. The winner was the Kentucky Derby Festival Official Group. The winner was announced on July 26, 2013. The winner was announced on July 26, 2013. The winner was announced on July 26, 2013.

Facebook Sweepstakes.

Like us to win a Right In Old Fredericksburg prize package! The package includes a two-day festival admission for two, preferred seating, \$50 in food tickets, a signed Fredericksburg print, wine, festival swag and much, much more!

Go ahead. Click that like button.

Sweepstakes metrics.

- 198 entries
- 120 shares
- Likes increased by 32%
- No decrease in likes 12 days following the festival

Engagement tools.

Woobox: ENGAGING SOCIAL PROMOTIONS. Try it free.

Add engaging features.

Kentucky Derby Festival Official Group's Videos

Pinterest.

- 70 million users
- 2.5 billion page views a month
- 80% of pins are repins
- Average length of user session, just over 14 minutes
- Users average 98 minutes per month

Pinterest for Business.



Help millions of people discover your business and share it with others.

[Join as a business](#)

Get Started: Set up your business account and get prepped to pin.
 Basics: Learn how to connect with pinners and pin like a pro.
 Success stories: See how other businesses on Pinterest are doing it right.
 Tools: Introducing rich pins! Make your pins more useful.

Pin it.



Waco Cultural Arts Fest

Event Details: August 6-8, 2013. Waco, TX. Tickets: \$10-\$25. [View Tickets](#)

Event Photos: A grid of images showing festival activities, food, and performers.

Pin it.



Fiesta San Antonio!

Event Photos: A grid of images showing traditional Mexican clothing, food, and festival decorations.

Pin it.



Fest300: World's Best Festivals

Event Photos: A grid of images showing various festival scenes, including music, food, and people.

Ask attendees to help plan your event.



Crowdsource Ideas

- Pose a question to your online community
- Post questions to spur their thinking
- Offer incentives
- Follow-up with action taken



Some examples.




- “Pick your top 5” announcements made on festival’s Twitter and Facebook sites
- Attendees submitted entries
- When line-up announced, fans could see how many voted for each act

Some examples.



Write the Night

Ticket purchasers are allowed to vote on which of each band's songs they'd like to hear during their set.



Cautionary note.



BUMBERSHIT!

Logo contest revamped to become art contest after backlash from local chapter of American Institute of Graphic Arts



Crowdsourcing Sites



99 designs
Logos, graphic design projects.

Commercials, webisodes, viral videos **popntent**

crowdSPRING Logo design, web design, writing

Graphic design, video and animation, marketing ideas **GeniusRocket**
The First Crowdsourced Creative Company



Microblogging Sites
WHERE CUSTOMERS COME TO YOU



Twitter tidbits.



500 million users, but only 200 million are active



Source: LinchpinSEO

Twitter tidbits.



Twitter engagement rates for brands are 17% higher on Saturday and Sunday, yet only 19% of brand's tweets happen on the weekend.



78%	22%	92%
of engagement with a brand's Tweets are retweets.	of engagement with a brand's Tweets are replies.	of engagement with a brand's Tweets are link clicks.

Source: LinchpinSEO

Twitter tidbits.




30% Higher Interaction Rates 8am - 7pm


2X Tweets with image links have engagement rates 2X higher than Tweets without image links.

Source: LinchpinSEO

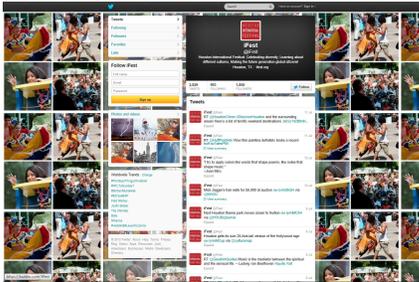
Twitter tidbits.



100	86%	2X
Tweets that contain less than 100 characters receive 17% higher engagement than longer tweets.	Tweets that contain links receive 86% higher Retweet rates than Tweets with no links.	Tweets with hashtags receive 2X more engagement than those without hashtag.
24%	21%	17%
Only 24% of the measured tweets contained hashtags.	Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.	Tweets that use more than two hashtags actually show a 17% drop in engagement.

Source: LinchpinSEO

Tweet.




Blogging

FINDING YOUR VOICE

What is a blog?



- Blogs are websites.
- Content is entered in "posts" which are similar to diaries or journals.
- Each time a post is added, a permalink is created to contain only that post and related comments.
- Entries are chronologically displayed and archived for easy sorting.
- Invite interaction through ability to comment and "like."



Recipe for a good blog.





1. Preheat the oven by setting goals.
2. Measure out several cups of good writing.
3. Mix will with frequent updates.
4. Sprinkle in lots of interaction with your readers.

Source: Blogging for Dummies

Blogging software.



Blogger™ **WordPress**

TypePad™ **bluehost®**

MOVABLE TYPE™ **MacJournal**



Phone Apps
THERE'S AN APP FOR THAT!



Don't play favorites.




Churchill Downs




Churchill Downs




Glastonbury Music Festival






Why Use QR Codes?

- Consumers don't have to type or text
- Engage consumers on the go, on THEIR terms
- Drive them to mobile commerce sites, and digital experiences
- Provide quick access to useful (RELEVANT) information
- Costs nothing to produce a QR Code

Source: Tim Hayden
<http://www.44doors.com>

DO

- Educate your audience on "why" and "how"
- Develop a custom micro-site that truly captures your audience "in the moment" to take your desired action
- Provide an AWESOME experience: immediate conversion is key
 - Incorporate audio and video that can't be duplicated on paper
 - Ask for email or a Facebook "like" in exchange for a coupon or exclusive information

Source: Tim Hayden
<http://www.44doors.com>

DO NOT

- Drive the audience to your standard website homepage
- Translate web pages 1:1 from desktop to mobile: brevity rules the moment
- Repeat information that is printed or published on the same real estate as a QR Code
- Extend the moment for longer than 90 seconds

Source: Tim Hayden
<http://www.450.com>

QR Code Awesomeness

QR Codes give consumers a reason to interact with offline objects, and make those objects dynamic and interactive.



QR Code Tours



Rochester Jazz Festival

- Rochester Jazz Festival
- QR Codes on Posters
- Mobile-Optimized Festival Guide



interlinkONE
Innovative Marketing Solutions

Rochester Jazz Festival



Geneva Midsommar Festival Swedish Days



June 21-26, 2011






Location-Based Networks
LET YOUR CUSTOMERS PROMOTE YOU

TAMU Foursquare Scavenger Hunt



TAMU Foursquare Scavenger Hunt



East Atlanta Beer Fest

- Check in at various festival venues
- 3 brewers brought 3 special beers that were only available to attendees who had checked in on Foursquare
- Once 100 people checked in, they could win a free EABF koozie at the merchandise tent



Gowalla Contests

Complete this @gowalla Trip:
<http://budurl.com/ps5r> to enter to win Sun. PIP passes @funfunfest:
<http://budurl.com/g245>



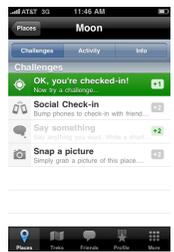
Gowalla Contests



What Is SCVNGR?



- SCVNGR is a location-based game/app about doing challenges at places or locations
- A 21st Century scavenger hunt
- For events, players can earn points to unlock rewards geared toward creating a better festival experience
 - Great for sponsors!



Sasquatch Music Festival



- Sponsor, Esurance, wanted to communicate their "green" initiatives
- Built challenges on SCVNGR at the festival to enhance the attendee's experiences while educating them on greening the Gorge



Sasquatch Music Festival



- Challenges:
 - Cool to be Green: Find an Esurance recycling poster and pose for a photo next to it while holding something recyclable
 - Keep Hydrated: Snap a pic at a free water bottle refilling station
- Prizes
 - Sasquatch Survival Kit
 - VIP upgrades for the weekend
 - 4-pack of tickets to a 2011 show at the Gorge
 - \$100 Gorge Bucks




Audio/Video/Photo Sharing

SEEING IS BELIEVING

Flickr



- 87 million users
- 8 billion photos



Photo sharing.

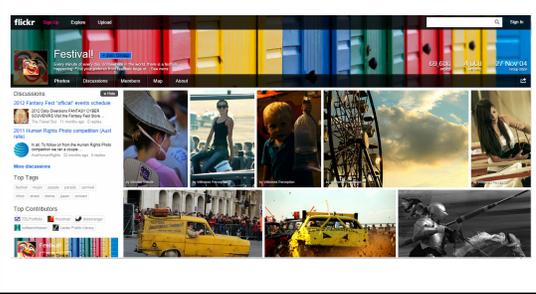



Photo sharing.

A screenshot of the Flickr website interface. At the top, there are navigation icons for home, search, and other features. The main content area displays a grid of photos from a specific event titled 'iFest - Houston International Festival'. The photos show various festival activities, including people dancing, musical performances, and scenic views of the festival grounds.

Instagram.

Instagram

130M Monthly Active Users
 50%+ People Outside U.S.
 16B Photos Shared
 1B Likes Daily
 45M Photos Per Day

A slide featuring the Instagram logo and a set of statistics. The statistics are presented in a clean, modern layout with icons for each metric. The Instagram logo is centered below the statistics.

Photo sharing.

A screenshot of the Instagram website interface. The main content area shows a grid of photos from a festival titled 'Kyoto Festival'. The photos depict various scenes from the festival, including people in traditional Japanese attire, street performances, and festival decorations.

YouTube.

- 1 billion unique visitors users each month
- 100 hours of video uploaded each minute
- 70% of users outside of US
- According to Nielsen, reaches more 18-34 year olds than any cable network
- 6 billion hours of video viewed each month, almost 1 hour for every person on the planet

A slide featuring the YouTube logo and a list of statistics. The statistics are listed in a simple, bulleted format. The YouTube logo is positioned at the bottom right of the slide.

Video sharing.

A screenshot of the YouTube website interface. The main content area features a video player for a video titled 'ACL Festival'. The video player shows a large crowd of people at a festival. Below the video player, there are several video thumbnails and a list of related videos.

Video sharing.

A screenshot of the YouTube website interface. The main content area features a video player for a video titled 'MAIN ST Arts Festival'. The video player shows a street scene with people and festival activities. Below the video player, there are several video thumbnails and a list of related videos.

Vine



- 5 Vine videos are shared on Twitter every second
- Branded Vines are 4X more likely to be shared than branded online videos
- More Vine tweets occur during the weekend than all of the weekdays combined
- Most Vine activity occurs between 10-11am EDT



Video sharing.



One of the winners of the Tribeca Film Festival Vine Contest

<https://vine.co/v/bThFt1qVJnW>



Podcasting



Audio Tools

 **Audacity** <http://audacity.sourceforge.net>
Free sound editor.

 www.sonycreativesoftware.com
High-end audio solution
Approximately \$55 USD

Podcasting.



Video Tools

 www.microsoft.com/windowsxp/downloads/updates/moviemaker
Free, easy to use video editor.

 www.apple.com/ilife/imovie
Part of iLife suite
Approximately \$79 USD

Podcasting.



More tools.

 www.musicalley.com
Download music for your podcast
Under a Creative Commons License

 www.freesound.org
Free sound effects to download

Podcasting.



Upload and storage.

 www.archive.org
Free storage project.

 www.YouTube.com
Ok...we all know YouTube!

 <http://video.google.com>
The other biggie.

Podcasting.



Getting found.

- www.podcastalley.com
- www.podcast.net
- www.odeo.com
- www.podcastpickle.com
- www.podnova.com




"Half the money I spend on advertising is wasted. The problem is I do not know which half."
-Lord Leverhulme, founder of Unilever



Social Media Metrics

IS IT WORKING? HOW CAN I TELL?

Web analysis.



Is your website performing?

- Unique visitors
- Time on site
- Bounce rate
- Page rank
- Key word popularity
- Engagement



Blog analysis.



Promoting and measuring your blog.

- Add a feed to your blog. Feedburner is free and includes good tools.
- StatCounter is a free tool for blog stats.



Blog analysis.



Promoting and measuring your blog.

- What's hot in the blogosphere?
- Blog search engine. Includes top 100 list and alpha listing of most popular key words.



Listening.



What are people saying about you?

- Most listening tools require an investment. Some of these have free trials or a lesser free version.







E-Mail Marketing
 BUILDING RELATIONSHIPS

Email made easy.

Distribute & track, plus cool add-ons.






Personalize the Internet.



Microsoft Publisher

- Allows WYSIWYG design
- Easy to embed links and graphics
- Integrates with Outlook address book functions



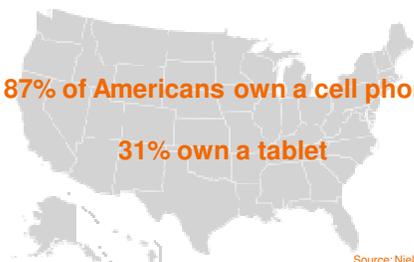




Mobile Marketing
 EVERYONE, EVERYWHERE, ALL THE TIME

Mobile statistics.





87% of Americans own a cell phone
31% own a tablet

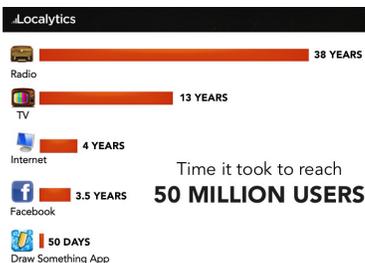
Source: Nielsen Mobile

What makes mobile superior?



<p><u>Traditional Usage</u></p> <p>7a.m. - 9 a.m. Newspaper and radio 9 a.m. - 5 p.m. Internet and Radio 5 p.m. - 7 p.m. Radio 7 p.m. - 11 p.m. Television</p>	<p><u>Mobile Usage</u></p> <p>24/7</p> 
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What makes mobile superior?



How do festivals use mobile.

SMS (short message service)

- Sends message directly to user
- Delivery is guaranteed since it is a premium service and payment is made to carriers for each message delivered.
- Can be scheduled and precisely tracked.
- Weblinks and offers can be embedded.
- Open rates typically exceed 90%.

How do festivals use mobile.

SMPT (Simple Mail Transfer Protocol)

- Basically sending email through a SMS gateway.
- Free. But since it is free, messages are sent when traffic allows.
- Not guaranteed.
- Hard to track.

How do festivals use mobile.

Proximity Bluetooth Messaging

- Hardware that automatically sends a message to any bluetooth-enabled device within 300 feet.
- Can be used to offer coupons, general info, directions to the venue, schedule, etc.

How do festivals use mobile?

Mobile Optimized Websites

- Sites especially designed for smart phones to load content more smoothly.
- Quickly becoming a consumer expectation



What's coming?

MMS (Multimedia Messaging Service)

- Video based messages with guaranteed delivery.
- Bandwidth improvements will make this a more common delivery model.

What's coming?



Augmented Reality

- Allows smart phone cameras to be aimed at a 2D barcode and produce a 3D image.

PUBLICITY

Getting the media to notice you...for FREE!



Meet them and understand them.



Understand how media sources differ.

- Television
- Radio
- Newspaper
- Magazine
- Travel Writer
- E-zine



Meet them and understand them.



Learn their preference and formats.

- Read, watch and listen
- Focus on what the media covers
- Focus on "their" causes (Fans 4 San Antonio)
- Editorial trends
- Who advertises



Meet them and understand them.



Actively build relationships.

- Join broadcast and/or press associations
- Invite the media to participate in your event
- Get involved in their events

Understand their culture.



- Deadlines, rating, time, space, sales and plenty of stress are a way of life
- Scandal, death, war, crime, life....and celebrations....fit the bill
- Pitching stories can be a home run or strike out
- Not all reporters are created equal (learn who writes or reports about what)

Getting your message ready.



- Is your story unique?
- Is your story timely?
- Can it be tied to a current trend?
- Is there a way to localize the story?
- Is there a visual element?



Getting your message ready.



Develop multiple story angles.

- Financial/economic impact
- Lifestyle
- Human Interest
- Environment
- Sports
- Food/wine
- Home and Garden
- Entertainment
- Education
- Technology
- Calendars

Getting your message ready.



ACTIVITY

Think of a way to pitch your festival for at least three of these areas.

Pack your toolkit.



- **Develop a solid media list**
 - Media list resources
 - Create a database with codes (i.e. geographic, type of media, how they want information)
 - Include the obvious and not so obvious contacts

Who do I approach?



- Assignment desk – cross between an air traffic controller and short order cook
- Newspapers have multiple “news desks” depending on the size of the publication
- Magazine editors
- Freelance writers

Pack your toolkit.



Develop a strong media kit.

- Consider the packaging
- News release
- Include a fast fact sheet/FAQ
- Trivia fact sheet
- Event history
- Copy of all collateral
- Camera ready graphics, logo slicks, photography
- Media passes/tickets
- Merchandise and goodies can go separately



Pack your toolkit.

**The anatomy of a good news release.**

- Be sure the who, what, when, where and why is in the first paragraph (Inverted Pyramid)
- Include contact name, phone and email
- Double space with wide margins
- Create a catchy headline
- Forget cutesy, stick to meat and potatoes
- Write in active voice, use present tense
- Incorporate quotes, facts and figures
- Tailor to the audience (trade, consumer, etc)
- If you don't write well, find someone who does

Pack your toolkit.

**Consider a video news release (VNR).**

- Give a "look" at the event
- Work well in outer markets
- Work with professionals
- Plan enough time
- Create a news story, not a commercial
- Include raw footage, sound bites and other customizable features
- Include limited, behind-the-scenes footage (i.e. pyrotechnic load in)
- Do not let sponsor names/logos dominate the VNR

Pack your toolkit.

**Distribute a public service announcement (PSA).**

- Be sure the quality level is high
- Use a professional, non-affiliated voice.
- Include written script with the non-voiced tape so stations can use their own talent or use the provided voice.
- Mark run dates and PSA title prominently on all tapes.

Pack your toolkit.

**Websites are essential.**

- Include your URL on everything
- Create a media vault
- Virtual media room – access to images, press credentials, news release archive, fact sheet, etc.

Getting your message ready.

**Telling your story.**

- Timing is everything. Take advantage of slow news days. (Elvis turkey and trial stories)
- Think visual – even for radio and newspaper – and package everything the media needs to just show up and report
- Make a list of everything you think a reporter may ask you (especially anything controversial)
- Dress appropriately

Getting your message ready.

**Telling your story.**

- Be available. This can make you a reporter's best friend.
- Offer yourself as an expert.
- Become a sound bite machine
- Eliminate jargon, prepare catchy methods of saying things.
- Practice interviewing

Getting your message ready.



Be prepared for all types of interviews.

- Friendly, light
- Confrontational/investigative
- Crisis
- Major announcement

Contact the media.



- **Communicate on a routine basis**
 - Learn their preferred method of receiving information (phone, fax, email, regular mail)
 - Conduct media blitzes
 - Offer media vault services



Contacting the media.



- Identify key points and anticipate questions
- Expect to leave voice mail and practice being concise (30 seconds max)
- Expect to resend the information and call more than once
- Try to make follow-up calls in the morning
- Follow the do's and don'ts of media contact

Do:



- Be honest...always
 - The ostrich approach only ensures the story goes on without you
 - Denial only works if you are completely innocent (just ask Bill Clinton)
 - Half-truths are usually discovered and create bigger stories
 - Immediate, heartfelt apologies are effective

Do:



- Reply promptly to any request
- Be prepared to answer questions, especially the ones you hope they won't ask
- Value their time
- Send thank you notes
- Show appreciation, especially when you don't even want anything

Don't:



- Be argumentative
- Violate a reporter's trust
- Say anything you are not prepared to see in print...there is no such thing as "off the record"
- Play favorites
- Be afraid you don't know something
- Say "no comment"

News Conferences



- They have dramatically changed
- Reporters dread them because they are boring – no visual element, no people element, etc.
- A podium with a logo doesn't cut it
- Can be easily pre-empted (peach media day)

Making them work:



- Send advance invitations and follow-up
- Pick an interesting location
- Provide written materials, B-roll, etc.
- Have guests that are buzz-worthy
- Schedule mid-morning or mid-afternoon to allow time for reporters to meet deadline

Capturing attention.



- Appeal to the tummy (reporters never turn down food)
- Do something unusual, even crazy
- Provide an "at ease" spokesperson
- Understand the potential pitfalls of a celebrity spokesperson
- You are there to promote, but don't oversell
- Deliver what you promise

Hosting the media.



- Provide a well-equipped work area.
- Make spokesperson readily assessable
- Offer escorts around the grounds
- Train all staff and volunteer to make no comments
- Decide how to handle requests for tickets (working media, family of working media, non-assigned media, "mooch media")

Crisis communication.



- Write the plan
- Distribute the plan
- Practice the plan
- Stick to the plan



Crisis plan elements.



- Pre-written news releases for potential crisis (weather, criminal act, bomb threat, accidents)
- Key contact list
- Emergency services contact list
- Media contacts (many have different weekend contact numbers)

Crisis plan elements.



- Notification plan
- Communications center outline
- Staffing/chain of command
- Protocols for information dissemination

Note: Seek review by and coordination with emergency personnel

Crisis teams.



The appropriate authorities manage the crisis and contain the danger.

The media relations team goal is to restore confidence.

Crisis team duties.



- Gather information
- Remove all sponsor logos/references
- Write positioning statements
- Communicate with PBX operators, volunteers, etc.
- Update hotlines as appropriate

Crisis team duties.



- Record messages in offices
- Communicate with the media
- Escort the media at all times
- Comfort those in need

Spokesperson duties.



- Gather and review up-to-the-minute developments
- Know what has and will be done
- Use simple statements
- Resist temptation to defend the event
- Use direct eye contact
- Temper body language

Spokesperson duties.



- Control show of emotion in voice
- Don't say "no comment" – offer instead "I do not have that information at this time, but what I can tell you is"
- Stay cool
- Repeat answers and do not be led into saying too much

Spokesperson duties.



- Keep the prepared statement in mind at all times
- Be open and willing to accommodate reasonable requests
- ALWAYS tell the truth!
- Conclude interviews by restating concerns and emphasizing actions

Reputation restoration.



- Marketing and sales efforts
- Public appearances
- Updates

Measuring your success.



- Utilize a clipping service
- Try [Google News](#)
- Calculate the value of the space using their advertising rates
- Use this information to secure funding (i.e. grants, tax monies, sponsorship)



Media Sponsors.



ADVANTAGES

- Better shot at news coverage
- Media resources are vast
- More economical than advertising
- Significant reach audience

DISADVANTAGES

- Potentially limits coverage from competitors
- Ownership can become clouded

Media Sponsors.



ASSUMPTIONS

- Sponsorship guarantees coverage
- Corporate sponsors will benefit equally

First, ask what can you do for the media?



- Align themselves with your audience and reputation
- Mailing list
- Opportunities for tie-ins
- On-site presence and signage
- Interesting talk show fodder

Then, what can the media do for you?



- Advertising and promo production
- VNRs
- Post event production
- Research
- Mailing lists
- On-site coverage
- Talk shows and interview segments
- Marketing and sales contacts

Some cautionary words.



- Never assume corporate mentions on promotional announcements and ads
- Disclose intent to advertise around media sponsors
- Do not lose control of backstage, VIP areas & media VIPs
- Negotiate payment of talent and remote staff
- Beware of tag-along sponsors
- Do not overestimate the value of in-kind promotions
- Good relationships do not supersede a good story

PERSONAL SELLING

Developing a one-to-one customer relationship.



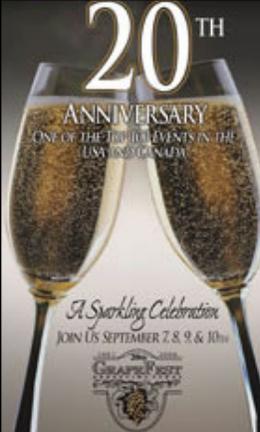
Create a mascot.

Then have them get married, have babies...



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Festival Exchange Program



Use a street team.



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The image contains four blue square icons arranged horizontally. From left to right: 1. An email icon showing a laptop with an '@' symbol on the screen. 2. A computer monitor icon with a small window on the screen. 3. A satellite dish icon with signal waves emanating from it. 4. A mobile phone icon with a signal tower in the background.