



# RESOURCE PACKET



**GET NOTICED!**  
PR & Marketing for ATX Creatives  
Aug 2, Sept 5, Oct 4

*A free, three-part workshop series for Austin artists and arts organizations.*

More at [AustinCreates.com](http://AustinCreates.com)



Cultural Arts  
CITY OF AUSTIN  
CULTURAL  
DEVELOPMENT

**SAMPLE PR + MARKETING PLAN**  
*(Your Guide to Executing a PR + Marketing Strategy)*

**Hypothetical Plan for an Event to be Held October 29-31**

**OBJECTIVE** - State your goals. (i.e. sell tickets, increase awareness, bolster reputation)

**STRATEGY** – Define your audience and identify ways in which you plan to achieve your objectives.

*Target audience to include: (List who you trying to reach.)*

- *Locals? Tourists?*
- *Age range? Children or adults?*
- *Profile of audience? Families? Music-lovers? Educators? Etc.*

*Target media\* to include: (Which outlets and reporters are the best fit for your event?)*

- *List your target media outlets (Be general here – Local arts media, music bloggers, national art media, non-profit trade media, etc.)*
- *List any influencers (Local celebs, social media influencers, etc.)*

*Paid strategies to include: (What paid ads do you wish to do?)*

- *One print ad in Austin Chronicle*
- *Two-week Facebook ad campaign*
- *Postering*

**TACTICS AND TIMELINE** – Break down your tasks and create a timeline.

*The following represents sample tasks that could be included in your PR + Marketing plan for an event on October 29-31.*

**August**

- **Create branding / messaging materials (bios, boilerplate, show art etc.)**

**September**

- **Create social media event pages**
- **Create ticket link / event pages**
- **Distribute posters and flyers**
- **Enter event into all calendar listings**
- **Draft and distribute press release by Sept. 15**
- **Pitch and follow up with media**
- **Place *Chronicle* ad for October**

**October**

- **Send event reminder / follow up pitches to media**
- **Launch social media ad campaign**
- **Pass out flyers at Fall Frenzy Festival on Oct. 15**
- **Attend ABC Dance Company's performance to discuss our show on Oct. 19**
- **Pop-up performance at ATX Farmer's Market on Oct. 20**
- **Host press preview Oct. 27**
- **Event Oct. 29-31**

- Send post event photos or release (if relevant – i.e. “500 people participated in Arts Event over the weekend.”)
  - Collect press coverage (Set up Google alerts for your organization)
- 

**\*TARGET MEDIA LIST** – Make a list of exact media you would like to target for potential coverage. This includes print, radio, TV, blogs etc. This list can live in your PR plan, or you can create a master media list as a spreadsheet (recommended.) Research the lead times for each media outlet and incorporate those deadlines into your timeline.

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**WRAP / POST-EVENT** – After you’ve completed your PR + Marketing campaign, assess what worked and what didn’t so you can make adjustments for your next project. Continue your PR + marketing efforts throughout the year. Tactics can include:

- Collect press clippings and use them on your website etc.
- Stay connected to press contacts and influencers.
- Continue to support fellow arts / arts organizations.
- Continue “evergreen” pitching for your organization.
- Share any newsworthy developments with press.
- Continue to engage with audience via social media and community outreach.

## PRESS RELEASE AND PITCH TIPS

### Press Release Writing Tips

#### Formatting

- Start with an outline and follow general news release format (see additional handout).
- Write a compelling headline and subhead.
- Include photo link, if applicable. Set up central space to hold your multi-media (audio, video, photos.)
- Use quotes from a spokesperson when possible. This allows press to include a quote about your project.
- Format text properly – make it easy to read. (Use same font throughout, single space the document.)
- Try to keep the release to one page – two pages max.

#### Editing / Proofing

- Always spellcheck and proofread. Great events / news can be overlooked because of a sloppy press release.
- Use active vs. passive language. (e.g. “The dancers will be performing outside,” is passive. “The dance performance is outside” is active.)
- Follow proper grammar rules and when in doubt, reference AP style guide.
- Avoid marketing jargon, superlatives and buzzwords. Stick to the facts.
- Use concise language. Find the sweet spot of brief and compelling.
- Always write in third person. (e.g. “My show features three installation pieces,” is first person and not appropriate for a release. “The show features three installation pieces,” is correct.)

#### Distribution

- Copy and paste into the body of an email. Do not send as an attachment.
- Distribute at proper time. (Monday – Thursday 9:30 a.m. – 2p.m. CST)
- Distribute to relevant journalists with the proper amount of lead time.

#### Tips for Pitching Media

- Demonstrate a familiarity with the journalist you are pitching. Know their beat.
- Be conversational and friendly – avoid cold, impersonal language.
- Offer brief paragraph sharing why your project matters and how it relates to the journalist’s audience.
- Create a compelling subject line.
- Don’t brag or beg or use over-the-top marketing copy.
- Always include URL so journalist can further research your organization / project.
- Consider offering exclusivity.
- Follow up, but don’t harass.

## SAMPLE PRESS RELEASE



### Cultural Arts

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT

**FOR IMMEDIATE RELEASE**

**HEADER:** Always include this line, unless release is embargoed

**MEDIA CONTACT:** Kathleen Brady Stimpert, Public Relations & Marketing Specialist  
512-974-7875/kathleenstimpert@austintexas.gov

**CONTACT INFO:** Include this at top of release (name, phone, email)

### CITY OF AUSTIN, THE ONLY U.S. CITY WITH A UNESCO MEDIA ARTS DESIGNATION, TO PARTICIPATE IN UNESCO EXHIBITION IN FRANCE

**HEADLINE:** should be attention-grabbing and provide overview of subject

**SUB-HEADER:** gives additional info

*Artist Clay Odom to Represent Austin in "Data City" Exhibition*



**IMAGES:** Dynamic images help tell your story

**DATELINE:**  
Include City,  
State, Date

AUSTIN, TX—April 7, 2017—Austin, Texas has the distinction of being the first (and only) city in the United States to receive a “City of Media Arts” designation from UNESCO (United Nations Educational, Scientific, and Cultural Organization). In late April, the City of Austin will be the sole U.S. location represented in an international UNESCO exhibition of new media works. Titled [DATA CITY](#), and hosted in the Paris suburb of Enghien-les-Bains, the presentation will feature the latest innovations in new media art from around the globe. It runs April 21 through July 13, and is held in conjunction with the 11th Annual Meeting of the UNESCO Creative Cities Network.

**LEAD:**  
Include the  
five W's

**BODY**

The City of Austin’s Cultural Arts Division, which manages the UNESCO designation, has invited artist, designer and University of Texas at Austin Assistant Professor [Clay Odom](#) to exhibit his multimedia installation, *Flowering Phantasm*. The 6 x 10 foot interactive sculpture, which Odom says, “challenges

notions of interactivity through formal, material, and temporal manipulations,” was initially exhibited at the 2016-2017 Amsterdam Light Festival. An exploration of light, color, and form, *Flowering Phantasm* is a pneumatic work, controlled by sophisticated computer-driven systems and fabricated using computer controlled machines. It is a perfect example of the highly technical and interdisciplinary experimentation commonly practiced in Austin.

“Receiving the UNESCO designation in 2015 was a tremendous honor for our City, and we are pleased to have Clay Odom represent Austin’s celebrated spirit of innovation at this global event,” said Meghan Wells, Manager of Austin’s Cultural Arts Division. “This exhibition, and other collaborations with our UNESCO Creative Cities partners, is an important platform for communicating the global progress and expanse of media arts.”

Designed by Odom’s [studioMODO](#), with media and programming completed in collaboration with fellow Austinite Sean O’Neill, *Flowering Phantasm* is an intricate assemblage of 400 anodized gold “petals” covered in over 3000 feet of LED fiber “hairs.” A [series of inflatable petals](#), which are parametrically programmed with modeling software, expand and contract via an internal network of micro-blowers. Over 40 individual LED light sources, controlled with an internal computer, illuminate the object from within. The work invites and engages passersby. It captures external stimuli including movement, light and sound, and literally processes that information through the object, generating new sensory experiences and interactions. Like a flower in bloom, it beckons viewers to interact with it, but remains elusive, a phantasm that defies exact reference.

“This installation,” explains Odom “explores the many potential ways of creating work in the twenty-first century. It is designed to provoke contemplation on the relationship between people, nature and technology, as it is and as it can be, and hopefully produces a sense of wonder and delight in the process.”

QUOTE: include if possible

DATA CITY opens in Enghien-les-Bains on April 21 and runs through July 13, 2017. Other participating “Media Arts” cities include Tel-Aviv Jaffa, Dakaar, Gwangju, Linz, Lyon, Sapporo, York, and Enghien-les-Bains. The exhibition is curated by Emmanuel Cuisinier. A bilingual catalogue (French/English) will be published in June 2017.

The City of Austin acknowledges the support and cooperation of the University of Texas at Austin School of Architecture and the UTSOA Interior Design Program for this project.

For high-resolution images and a video of the work, click [here](#).

###

END: Include this to signal the end of your

### City of Austin Cultural Arts Division

The Cultural Arts Division of the Economic Development Department provides leadership and management for the City’s cultural arts programs and for the development of arts and cultural industries. The Cultural Arts Division is responsible for the Cultural Arts Funding Programs, Art in Public Places Program, community-based arts development, and programs to assist the development of film and creative industries in Austin. For additional information, visit [austincreates.com](http://austincreates.com).

BOILER-PLATE

## SAMPLE PITCH LETTER/EMAIL

Dear Robert,

I hope this finds you well. I enjoyed your article last week on the use of technology to engage new audiences for the theatre. Thank you for your insight on this increasingly important topic.

I also wanted to let you know about an upcoming performance at ABC Theater. "Pie in the Sky" is an original, two-person play that explores issues of immigration and its impact on families. The actors, John Smith and Jane Doe, are dynamic in their portrayal of a mother and son torn between two countries. (Coincidentally, both performers were winners in the Chronicle's 2016 Best of Austin poll.) Given the timeliness of this topic, and your readers' enthusiasm for the actors in this production, I thought the play would make a great article for an upcoming issue. I have included a press release below and am happy to provide any additional information you may need.

I am delighted to offer you two comp tickets to a performance on any Saturday or Sunday evening this month. If you are interested, I can also arrange for you to speak with either performer, or Joe Blow, the director of the project.

Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely,

Tom Thumb  
512-555-5555  
tom.thumb@abctheatre.org

## ARTS-SPECIFIC MEDIA CONTACTS

### Media Contacts

Outlet	Name	Title/Program	Email
<b>Broadcast</b>			
KUT	Mike Lee	Arts Eclectic/producer	mlee@kut.org
KUT	John Aielli	Ekielktkos/host	jaielli@kut.org
KAZI	Marion Nickerson	Program Director	marion@kazifm.org
KXAN	Nikki Bonner	Studio 512/producer	nikki.bonner@kxan.com
KTBC	Regina Gilbert	Good Day Austin/producer	regina.gilbertfox7@gmail.com
KEYE	Megan Snipes	We Are Austin/producer	mdsnipes@sbgvtv.com
Spectrum News	Victor Diaz	Features Editor	victor.diaz@charter.com
<b>Print</b>			
<b>Various</b>			
Austin Chronicle	Jeanne Claire Van Ryzin	Freelancer	jcvanryzin@gmail.com
Austin American-Statesman	Robert Faires	Arts Editor	onstage@austinchronicle.com
Community Impact News	Michael Barnes	Arts Editor	mbarnes@statesman.com
Arts and Culture Texas	Amy Denny	Staff Writer	adenny@communityimpact.com
Tribeza	Nancy Wozny	Editor in chief	nancy@artsandculturetx.com
NOKOA/The Observer	Anna Andersen	Editor in chief	anna@tribeza.com
Texas Monthly	Akwasi Evans	Editor	nokoatheobserver@gmail.com
Austin Woman	Lauren Smith Ford	Associate Editor	LSFord@texasmonthly.com
Todo	April Cummings	Editor in chief	april.cumming@gmail.com
Austin Monthly	Lesly Reynaga	Editor	leslyreynaga@gmail.com
	Sarah Thurmond	Editor	sthurmond@austinmonthly.com
<b>Online</b>			
Soul Citi	Kim Jarrett	Editor in chief	info@soulciti.com
CultureMap	Nicole Raney	Editor	nicole@culturemap.com
ACV8	Katie Cook	Communications Manager	kcook@austintexas.org
Time Out Austin	Erin Kuschner	Staff Writer	edit.austin@timeout.com
365 Things Austin	Jason Neff	Staff Writer	Jason@365thingsaustin.com
Austin Monitor	Chad Swiatecki	Writer	cswiatecki@gmail.com
Glasstire	Christina Rees	Editor	editor@glasstire.com

\*Contact information changes frequently. Please be sure to verify email addresses periodically.



## EVENT OR "CALENDAR" LISTINGS

News Outlet

URL

ACVB Calendar	<a href="http://www.austintexas.org/visit/events/submit-event/">http://www.austintexas.org/visit/events/submit-event/</a>
Austin 360	<a href="https://austin360-community.pointstolocal.com/community/authenticate">https://austin360-community.pointstolocal.com/community/authenticate</a>
Austin Chronicle	<a href="http://www.austinchronicle.com/gyrobase/events/submitmission">http://www.austinchronicle.com/gyrobase/events/submitmission</a>
Downtown Austin Alliance	<a href="http://www.downtownaustin.com/node/add/event">http://www.downtownaustin.com/node/add/event</a>
KMFA	<a href="http://events.publicbroadcasting.net/kmfa/events.eventsmain?action=submitEvent">http://events.publicbroadcasting.net/kmfa/events.eventsmain?action=submitEvent</a>
KUT	<a href="http://events.publicbroadcasting.net/kut/events.eventsmain?action=submitEvent">http://events.publicbroadcasting.net/kut/events.eventsmain?action=submitEvent</a>
Spectrum News	<a href="http://austin.twcnews.com/content/news/submit_an_event/">http://austin.twcnews.com/content/news/submit_an_event/</a>
Austin Creative Alliance	<a href="http://www.austincreativealliance.org/events/#/event-list">http://www.austincreativealliance.org/events/#/event-list</a>
CBS42	<a href="http://cbs42.com/community-calendar-submit-an-event/">http://cbs42.com/community-calendar-submit-an-event/</a>
Art Alliance Austin	<a href="http://www.artallianceaustin.org">www.artallianceaustin.org</a>
Austin Monthly	<a href="http://www.austinmonthly.com/AM/Calendar/index.php?view=new_event">http://www.austinmonthly.com/AM/Calendar/index.php?view=new_event</a>
Austin Social Planner	<a href="http://austinsocialplanner.com/submit-an-event/">http://austinsocialplanner.com/submit-an-event/</a>
Austin Ttdbits	<a href="http://gottdbits.com/austin#">http://gottdbits.com/austin#</a>
Culture Map Austin	<a href="http://austin.culturemap.com/submit-an-event">http://austin.culturemap.com/submit-an-event</a>
Do512	<a href="http://do512.com/">http://do512.com/</a>
Edible Austin	<a href="http://www.edibleaustin.com/index.php/component/jcalpro/events">http://www.edibleaustin.com/index.php/component/jcalpro/events</a>
Eventful	<a href="http://austin.eventful.com/events">http://austin.eventful.com/events</a>
Free Austin Fun	<a href="https://reeluninaustin.com/submit-an-event/">https://reeluninaustin.com/submit-an-event/</a>
Glassfire	<a href="http://glassfire.com/submit-an-event/">http://glassfire.com/submit-an-event/</a>
Now Playing Austin	<a href="http://www.nowplayingaustin.com/page/submit_event">www.nowplayingaustin.com/page/submit_event</a>
The Republic	<a href="https://www.spingo.com/submit?AffiliateID=1463&amp;AffiliateID=1463">https://www.spingo.com/submit?AffiliateID=1463&amp;AffiliateID=1463</a>
YELP	<a href="https://www.yelp.com/events/austin">https://www.yelp.com/events/austin</a>

365 Things to Do in Austin

<http://365thingsaustin.com/>

**Family-Oriented**

Austin Family Magazine

[http://www.austinfamily.com/index.php?page=submit\\_event.html](http://www.austinfamily.com/index.php?page=submit_event.html)

Austin Kid Bits

<http://gotdbits.com/kidbits#>

Austin Kids Directory

[http://austinkidsdirectory.com/events/event\\_submit/](http://austinkidsdirectory.com/events/event_submit/)

Mr. Johnny's

[http://www.kidevents.com/even\\_ad.htm](http://www.kidevents.com/even_ad.htm)

**Latino Community Focus**

Greater Hispanic Chamber of Com.  
Austinwida (Do512)

[http://business.gahcc.org/events/public\\_submission](http://business.gahcc.org/events/public_submission)  
<http://do512.com/austinwida>

## **ARTS MARKETING RESOURCES**

### **MARKETING THE ARTS TO DEATH**

<https://trevorodonnell.com>

### **NATIONAL ARTS MARKETING PROJECT**

<http://www.americansforthearts.org/by-program/services-and-training/training-professional-development/arts-marketing>

### **VISIT AUSTIN (ACVB)**

<https://www.austintexas.org/travel-trade/marketing-tools>

### **COLLEEN DILENSCHNEIDER (IMPACTS Research & Development)**

<https://www.colleendilen.com>

### **ARTS MARKETING BLOG**

<http://arts-marketing.blogspot.com>

### **CULTUREHIVE**

<http://www.culturehive.co.uk>