

PR INFO / COLLATERAL

Key info your PR Consultant will need to get cracking is:

- Details about the Education Programme itself and of your production, including proposed dates, booking info, etc. This may be in the form of a draft media release or other promo copy. (It may be some of this is on your website, so by all means refer me there, if not on your website, when will it be updated?);
- M.D. and Music Team details (including contacts for each and the suburb in which they live - for local media angles);
- A brief bio paragraph for your M.D. (similar for what you may do for a program is fine); Ideally, this should be a single document (rather than sending through many disparate files in 'dribs and drabs'. Feel free to include any special angles that might be newsworthy including (with their permission) info about any involvement they have with music generally, particular communities i.e. religious, ethnic, G&L etc.
- Your poster for the Programme and/or flyer, send to me as an image, as a file;
- Any promotional photos you have for the Chorus in action, and groups within the Chorus. These should be colour, high resolution (300 dpi) and I'll need them either to be well-identified in the file name or ask you to supply a brief doc with captions for each so I can properly identify the people in the pix. There are many different types of promotional photos (as distinct from 'headshots') and many different ways in which the media might use them, so see my separate guide to publicity photos. Good photos are crucial!
- Let me know the best website URL that we should quote in any direct e-marketing material I send out to help people find out more and register/book direct.

Plus anything else you think that might be useful or newsworthy by all means pass it on...
Better to have too much info than too little!

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