



SURVIVAL KIT FOR ARTISTS PR 2009:

1. COVER ALL BASES!

Shift in environment from Office to Web but do not neglect traditional media outlets!

- Different platforms of media – work twice as hard
Press list - Hand out of Loudmouth PR press list
- Get LA times - \$6/month for Thurs – Sun delivery
- Watch news boxes
Read LAObserved.com for updates on media cutbacks
- Collect mags at newsstands and coffeehouses
- Sign up for websites of all newspapers
- Make contact with webmaster – offer article about your show as a feature or “Exclusive” - offer tickets or prize for giveaway
- Sign up for all culture related e-newsletters and e-blasts

**New LOCAL MEDIA OUTLETS – artists brought

2. WEBSITE:

- establish own website and always link to it in your marketing materials and electronic signature
- sign up function on your home page & Find us on FACEBOOK button -

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

- www.google.com/analytics - tools to attract the most visitors
- put your EPK on website – PDF downloadable, include: bios, photos of cast, program summary, downloadable press images, video, press quotes.
- Submit your organizations bio to WIKIPEDIA so you come up in search engines there.

3. RADIO PROMO:

- Check station website for programs – many talk & music shows need and welcome articulate artists for interview – KPFK, KXLU, KPCC, KCRW. Offer ticket giveaways, free CDs to stations. Contact Webmaster for posting your event or banner on website and ticket giveaway coordinator.
- PSAS – KPFK as media sponsor – hugely important to record these in advance, both 30 and 60 second spots. Choose a good vocal rep from your group and catchy music (without lyrics preferable) to use as

background music. GET FAMOUS VOICE TO ENDORSE YOU OR RECORD YOUR PSA!

4. BLOGOSPHERE:

- best to be your own publisher and editor
- blogs get attention of bloggers, not public- these are new TASTEMAKERS coverage here is more egalitarian – bribable – offer tix & CDS/DVDs (Payola)
- tell them you read their blog – set up a blog summit for your event - live chat with cast and crew of show for 2 hours OR even a LIVE blog during a show. Invite other related blogs/micro interest groups.
- Ideally, create a blog on your website or use free services from: Blogger.com (www.blogger.com), Moveable Type (www.movabletype.org) or Jindo (<http://www.widgetbox.com/widget/yahoo-360-jindos-blog>), etc...
- when you blog, give shout outs to other blogs, link to them and they will link to you – viral marketing
- offer discount codes on blogs
- submit articles and contents about your show or genre to related blogs.
- Get a famous fan to publicly endorse your company or show – post quote online! (i.e. Vanessa Williams began endorsing Blank Theater on her website and theirs)

5. SOCIAL NETWORKING:

REACH CONSUMERS DIRECTLY – THEY ARE ONLINE!

Post your company, event and all promo offers on:

Myspace

Facebook

do bi-monthly updates, sign up contests & giveaways

List also on:

Craigslist

Kristin's list

Twitter

6. HIRE A GOOD PUBLICIST OR DEDICATE A STAFF MEMBER TO THIS TASK

It is now a serious part time job for some one – allocate moneys or personnel for this task – plan on about 15-20 hours per week for 2 months to achieve results.