

REMEMBER THAT WORD OF MOUTH IS THE BEST PUBLICITY

Performing Arts Event Publicity Task

Put up posters. Take 'Bluetack' as well as sticky tape with you. Some shopkeepers don't like sticky tape on their window. Don't be afraid to put up a lot of posters. Saturation advertising suggests that a lot of people support the concert and it therefore must be good.

Territory:

View Street and North side of High Street

Excluding tourist info centre & Chinese museum

Excluding the Bendigo Regional Arts Centre and Bendigo Arts Alliance

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Territory:

City block bounded by Myers Street, Williamson Street, Pall Mall, Myrtle St

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Territory:

City strip bounded by Myers Street and Railway line, including Discovery Centre and Marketplace

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Territory:

City block bounded by Williamson Street, Chapel St, Barnard St, railway line.

Including the BRIT campus (Don't miss:: Daryl Fleay, Felix Bartholemeusz- send by internal mail)

Including Bendigo Library (Return every 7-10 days to replenish supply at library)

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Territory:

Lansell Plaza including library and Kangaroo Flat Shops

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Territory:

Golden Square shops, Central Deborah, Tram Terminus
Go back each 7-10 days and replenish supply of small flyers

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Territory:

McIvor Road shops and a supply for All Seasons
Axedale, Heathcote

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Territory:

Strathfieldsaye

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Territory:

Castlemaine

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Territory:

Strath Village and Strath Hill

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Territory:

Flora Hill and Spring Gully

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Territory:

Latrobe Uni Bendigo

Also entry in staff newsletter and the staff.soc e-mail list

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Territory:

White Hills, Epsom, Huntly, including Bendigo Pottery

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Territory:

Long Gully, Ironbark including Long Gully Community Centre
Eaglehawk

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Territory:

The notice boards in Hargreaves Mall (Sandy knows how)

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Mailout: Motels (handbills), Schools (A4 posters), Churches and clubs (A4 +few handbills)

Stickers, letters, and envelopes are provided. Obtain sufficient handbills, prepare and send mailout.
Note: Get receipt for postage. You can get a postage discount if you send mail all at once and presort it. Get instructions from Australia Post

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Performing Arts Event Publicity Task

Coordinating the printing of posters and handbills:

After the committee has approved the design of the posters and handbills and any budget guidelines, coordinate the printing and supply of them, making sure that they are available when needed.

Various choir members have different requirements and will request a supply.

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Performing Arts Event Publicity Task

Liasing with Capital Theatre and Bendigo Arts alliance

Negotiate assistance from Capital Theatre;

Note deadlines and material required and supply it;

Negotiate entries in the Capital Column;

Negotiate and coordinate the ticket sales made by Capital Theatre.

Supply handbills to the Capital Theatre

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Performing Arts Event Publicity Task

Enhance and maintain the mailing list

We have a mailing list shared with Blue Note. Task is to check it over and refine it as necessary, adding further entries and deleting unbeneficial ones. The mailing list can be made available in a variety of formats for home editing (e.g., Excel spreadsheet)

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Performing Arts Event Publicity Task

ABC Goldfields FM liaison

Liase with ABC Goldfields FM for publicity. Contact Jonathan Ridnell or Mary Keily

278 Napier Street;

PO Box 637, Bendigo 3550

Phone: (03) 5441 8233 Fax: (03) 5441 8573

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Bendigo Secondary Schools
Liaison with music teachers

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KLFM liaison klfm@hotmail.com for community announcements
Contact KLFM community radio and see if they can help with publicity.
They may do an interview or at least an announcement

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3CCC liaison
Contact 3CCC community radio and see if they can help with publicity.
They may do an interview or at least an announcement
David Kennedy is the classical music person.
Tel 5442 7895, Fax 5442 7576 www.triplecfm.com
email@triplecfm.com

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For the God Who Sings (Kay McLennan)
Fax to 03 9626 1621 by the Tuesday before the Sunday on which you require the announcement.

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ABC-FM Breakfast box office

Fax to 02 9333 2828 or mail to
FM Breakfast Box Office
ABC Classic FM
GPO Box 9994
Sydney NSW 2001

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Press Release

Write a press release and give it to the Bendigo Advertiser and Bendigo Weekly liaison people

- The Press Release must be as close as possible to what they would print
- Have the press release available for sending by e-mail or delivery on floppy disk

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Newspaper ad

Check the newspaper ad budget with the committee

Check the size of newspaper ads for the budget

Compose and typeset the newspaper ads.

Have them available as a Word document for sending by e-mail or delivery on floppy disk

Ads go with editorial content—work together with the newspaper liaison people

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Bendigo Advertiser editorial liaison

Obtain a photo and press release from the people producing them

Obtain the ad from the person composing it

Contact Bendigo Advertiser and organise the article and ad

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Bendigo Weekly liaison

Obtain a photo and press release from the people producing them
Obtain the ad from the person composing it
Contact Bendigo Weekly and organise the article and ad

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The Age E G (Friday)

Deadline for free listings is the Thursday eight days before publication
Fax to 9601 2448 OR
Mail to EG Free Listings, 250 Spencer Street Melbourne 3000 OR
e-mail: eglistings@theage.com.au

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Bendigo Tourism

Contact and ask how they can help; supply material as required

Public Programs Coordinator

Bendigo Tourism 51-67Pall Mall Bendigo Vic 3550 Tel 1800 813 153 or 5444 4445, Fax 5444 4447

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Art Gallery and Friends of the Art Gallery

Liaise with the Art Gallery for publicity, supplying them with the posters and handbills that they need
Liaise with the Friends, ensuring that they have flyers or an ad to include in their newsletter

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24 Hours Monthly calendar and State of the Arts Magazine

Put an entry in to State of the Arts. This is a 3 monthly magazine!!
content@stateart.com.au
It flows through to 24 Hours

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To submit material for inclusion in the program, please email
snapshotvic@your.abc.net.au or write to:

ABC Snapshot Victoria
ABC TV
8 Gordon Street
Elsternwick Victoria 3185
Fax: (03) 9524 2221

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The Age Arts reviewer

Find out who he or she is and send an invitation

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Enter details of our event at the Australian National Choral Society website.

www.anca.org.au

e-mail admin@anca.org.au

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Bendigo Artz News

Have an item about the performance included in Bendigo Artz Newz
Send the item to artznewz@bendigo.vic.gov.au
Or PO Box 733 Bendigo 3552 or fax to 5434 6464
Deadline is the 10th of each month for free listings of about 50 words

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Distributing handbills at earlier concerts

Find out about concerts;
Get a supply of handbills;
Find someone to give them out or (preferably) put them into the program.

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Royal Auto Regional Events Notice
Send e-mail to jean_macfadyen@racv.com.au

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Eaglehawk Times Liaison

Paid Ad?
Advertorial?

Performing Arts Event Role

Presentations at the performance

From the committee, get

- A list of the guest performers and people who helped us
- A budget for gifts to them

Buy gifts, wrap them and attach cards

Bring the gifts to the performance

Give your receipts to the treasurer for reimbursement

Performing Arts Event Role

Refreshments Team

1. Find out any special requirements for food and drink at the performance venue
2. Work out the best system for refreshments after the performance
3. Organise members to bring food and drink according to your system
4. Organise members to help with setup and cleanup
5. Oversee setting up the refreshments at the performance
6. Oversee cleaning up after the refreshments

Performing Arts Event Role

Spoken word program

Create spoken word program

Find and brief performers

Check proposed program with musical director

Give program details to printed program team

Give guest performer details to presentations team

Give notable program items to publicity team

Performing Arts Event Role

Decorations team

Decorate venue on the day

Lead removal of decorations on the day

Performing Arts Event Role

Stage Manager

Assist musical director at dress rehearsal and on the day
Brief performers on entry and exit
Ensure performers are ready for their entry and exit
Control the stage area during the performance
Trouble shoot during performance in communication with other teams

Performing Arts Event Role

Set up and Set down

Find out special requirements from musical director, spoken word team, decorations team
Lead the setup and set down of stage, chairs, music stands and other items at dress rehearsal and performance

Performing Arts Event Role

Printed Program

Get program details from musical director and spoken word team
Get program printing budget from treasurer
Prepare and print program

Performing Arts Event Role

Community singing program

Select items for community singing
Invite the musical director to review your selection
Prepare words for printing and deliver to the printed program team
Brief the choir about the program and remind them that they are the leaders of this singing
Brief the compere as necessary about the program