

A NEW KIND OF LISTENING

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Detailed Publicity Timeline

The following publicity timeline is designed to support outreach for a large community event and to organize a community action around the idea of inclusive arts. With broader, in-depth media coverage, there is a greater chance of community engagement and participation in ongoing inclusive arts initiatives.

2 months out

- Pitch monthly magazine publishers or writers with outline of human interest story.
- Send text-only event announcements to local organizations that have newsletters. Note that event is wheelchair accessible and the film will be captioned. Ask readers who are interested in community inclusive arts to contact you.

6 weeks out

- Send Save the Date e-mail to committee members, school and faith community contacts, service providers, disability organizations, arts organizations, and theater groups. Ask them to forward on to their friends, members and supporters and post on websites.
- Ask committee members to review contacts and see if they have more ideas for networking.
- Contact locally-produced public radio station talk shows. Polly can be interviewed via phone, and has previously appeared on NPR's *The Story*.
- Know key on-line calendar due dates and be sure to send out event information early.
- Pitch story to monthly magazines.
- Generate list of media reporters you will contact in coming week(s), and ask others for suggestions and personal contacts.

1 month out

- Customize flyers with your event info and print them along with announcement “tickets” (these are 4 to a page slips which are inexpensive to print on colored paper and have the print shop cut, and can be given out at school, church, temple, other prior events, etc.)
- Bring printed flyers and “tickets” to second meeting and distribute.
- Write an Op-Ed piece for the local paper about the film and the campaign to increase inclusive arts opportunities.

- Send out press release to local reporters and editors who cover health, arts and film/entertainment, including producers of radio and TV interview shows about local events. Members of the organizing committee can be interviewed, or you can facilitate interviews with Polly or Kenny via phone.
- Reach out to organizations, radio stations and newspapers that represent diverse racial, cultural and ethnic communities.
- Follow up with reporters and media contacts.
- Make use of social networking sites such as Facebook and Twitter and blogs where short news blasts about the film grassroots campaign can be posted. Send out personal invitation to the event e-mail with press release pasted in, to all committee members and other contacts, and ask them to really get the word out and report back to you.

3 weeks out

- Consider paying local company to post flyers around town and at the local college, etc. Ask for non-profit rate.
- Touch base about publicity and possible articles and interviews. Brainstorm with publicity chairs about whether more can be done to get word out.

1 week out

- Committee members send out reminder messages with links to local articles or interviews, and dates/times of upcoming coverage.
- Committee members and other contacts post again on Facebook pages and other social media sites and networks.
- Check-in with reporters to make sure articles will be coming out when promised.