

## Bruthen Blues & Arts Festival – Recommended Schedule for Press Releases

PUBLISH DATE	PROPOSED PRESS RELEASE CONTENT	CONTENT / APPROVAL
June-July	Call for artists to apply to perform*	Artist team
Sept-Oct	Initial event notice, generic festival information (prior to artist announcement)*	Committee
Nov	Artist announcements (brief), event overview, earlybird tickets*	Artist team
Dec week 2	Local artist feature, or special event feature	Artist team / Committee
Jan week 1	Modified event overview, earlybird tickets, call for buskers, call for jammers etc.*	Committee
Jan week 1	Venue specific feature artists - Sat street & bullant	Artist team
Jan week 2	Venue specific feature artists - Saturday pub	Artist team
Jan week 3	Venue specific feature artists - Sun street / parade / duck race	Artist team
Jan week 4	Venue specific feature artists - Saturday hall	Artist team
Feb week 1	Venue specific feature artists - Sunday pub	Artist team
Feb week 2	Special events - WYBA? / special workshops etc	Artist team / Committee
Feb week 3	Feature spread summary of all festival. Normally a two page spread which includes at least: <ul style="list-style-type: none"> <li>- a brief program of events / gig guide</li> <li>- brief overview of lead acts etc.</li> <li>- ticket prices</li> <li>- workshop details</li> <li>- special event details</li> </ul>	Artist team / Committee
Feb week 4	Post festival review (prepare the bulk of this prior to the festival, and modify as required and send on the Monday after the festival)	Committee

### Notes:

The above schedule is designed for those media outlets that will run a lot of our content (Bairnsdale Advertiser, ABC Gippsland Radio, REG FM, etc) and any other media outlet that asks for additional content.

\*Selected press releases to go to the bigger list of media contacts. The press releases sent to the bigger list should typically be more general, rather than detailed.

The above schedule can be varied as required, but it is important to have a press release to the Bairnsdale Advertiser every week from start of January, to make the most of the the visiting tourists.

Press releases for the Bairnsdale Advertiser need to be sent at least a week prior to required publish date. Consequently, the Jan week 1 release needs to be submitted prior to Christmas. Liaise directly with the Advertiser to ensure publish dates.