



MEDIA POLICIES FOR ARTISTS 2019

Articles and interviews always turn up that we at the Fringe had no idea were happening! That's why **Artists should pursue their own media coverage in addition to the coverage the Fringe pursues.** We love that everyone does their own publicity on top of ours! All the publicity for the Festival helps all Artists at the Festival.

For the Fringe's overall publicity strategy, we look for themes that turn up in the Festival. For example, if we have a lot of clown shows, we'll pitch that to a media outlet. We try to approach each media outlet with a different theme so there's no overlapping coverage. We aim to chat with the editor or reporter to find out what they may be looking for and then suggest three to four shows (depending on how much they think they can cover) that fit. We don't usually discuss this with the Artists since there are so many of you.

We suggest that you approach the media as well and suggest that you **focus on the niche.** For example, try pitching to:

- Local newspapers. If someone in your show is from Richmond or Surrey etc., then the local papers there are always hungry for ways to cover the Fringe.
- Multicultural or religious focused media, or media that publishes in different languages: Is someone on your team a certain cultural background? Or maybe they speak another language? These media outlets are looking for content that fits their mandate.
- University and college media: again, if there is someone in your group that is alumni from a local university or college, they tend to want to cover alumni news.

SHARING YOUR PRESS KIT WITH THE FRINGE

In addition to all this, we ask that artists upload their press kits to our Google Drive folder, which we also share with media outlets. For info on uploading your press kit, see the instructions here:

<http://www.vancouverfringe.com/artist-resources/#Publicity>. If you are having trouble uploading your press kit, contact the Artist Services Coordinator at artist@vancouverfringe.com or the Communications Director at publicity@vancouverfringe.com.

Once your press kit is uploaded, email the Communications Director, who will then share a media list with you! **Please do not mass email this list.** Rather, pick and choose media outlets that you think are a good fit for your show.

For any media relations questions, contact the Fringe's Communications Director at publicity@vancouverfringe.com.



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HOW MEDIA COMPS WORK, AND THE POLICIES YOU SHOULD FOLLOW

Media Comps:

- Media people who review *4 or more shows* are provided a Super Pass by the Communications Director. They may use this pass to book themselves into whatever shows they want, and **Artists may have a reviewer in their show and never know**. If a reviewer connects with an Artist and says they will be reviewing multiple shows, please direct them to the Communications Director at publicity@vancouverfringe.com.
- For media who will review *3 or fewer shows*, the Communications Director will provide them with complimentary tickets and Memberships. However, **comps will not be provided for guests** of the media. *Artists may provide media guest comps if they like, but Memberships will not be provided.*
- If an Artist connects with a reviewer directly and would like to comp them into a show, please email the Communications Director at publicity@vancouverfringe.com at least 24 hours before the show (although preferably much earlier) that they want to attend. If the show is not sold out, they will have a ticket and a Membership reserved for them. **In order to book the comp, the media person must provide the following information:**
 - ❖ **First and last name; media outlet; email address; phone number**
- Media guest comps can also be booked via the Artists. However, guests will not be provided a Membership this way. Please make this clear to the media you are working with.
- The Communications Director will connect with the media person and cc the Artist so that the Artist knows everything is ready to go.
- If there are any problems at the door (like the media person has not been added to the comp list), the Volunteer Venue Captain can radio for the Communications Director (Debby Reis), who will verify the media person is on a list.

Non-Media Comps:

Artists are able to comp as many tickets to their own show as they want! Artists will be able to book their own comps. The Artist Services Coordinator will send out more information on how to do this.