



Publicise your plans for New Zealand Book Month

It's just THREE weeks away now... and we're all set to make some noise about New Zealand Book Month events. Do we have your event details?

Key date to get your event posted online: Thursday 10th February

We are sharing details of your events with both national and local newspapers and magazines, but with their deadlines fast approaching, we need to get accurate listings and diaries this week. First thing Friday 11th February, we'll be downloading the events on the website and passing them to the Sunday Star-Times for their New Zealand Book Month coverage. ***Give your event the chance of this fantastic national publicity, make sure your details are online and complete by Thursday 10th February.***

We'll take every opportunity to promote your event over the coming weeks, but there is much that you can do too. Since you are sure to be working on your own marketing and publicity plans right now, we've put our heads together to come up with some hints and tips that we hope you'll find useful for contacting your community newspapers, radio stations and television studios.

Maximising your publicity coverage

There are several ways in which newspapers and periodicals can assist in promoting an event:

News Items

- Your event may offer news-worthy stories to a paper. These can be generated from your press releases or direct telephone contact.
- Good photo opportunities give you a greater chance of coverage. Consider what visual hook you could use to generate interest with the print media.
- For news items, expect printed coverage to be no more than a couple of paragraphs that covers the basic information.

Article Coverage

- Daily papers are more interested in covering exciting, wider impact or "weird" news stories.
- Suburban and weekly newspapers – potentially your best media target – generally cover stories relating to their local area. They tend to prefer human-interest stories and will cover more details of your event content if it features a notable local person.

Events Listings

- Free event listings are available in most publications.
- Check their respective deadlines and the appropriate contact person.

Radio

- Radio stations often run community notice boards for free, or offer less costly listings information.
- There is also the opportunity for recorded or live interviews with event organisers or participants.
- Offer your local station a 'package' for New Zealand Book Month – for example, a “known” author and a new author for an interview and reading, and perhaps organise prizes from event sponsors for a competition.
- Community radio opportunities are also valuable for a smaller but targeted market.
- 'Breakfast' shows in the morning and 'drive-time' in late afternoon are the prime time period for interview segments on commercial stations.
- Talk shows are also open to author interviews.
- Be sure that details of your event (date, time, name of event) and “New Zealand Book Month” are always stated with every radio slot.
- Advertising costs depend on the radio station and region so expect differences in pricing.

Notes on preparing media releases

- Media releases should be newsworthy, relevant and clear.
- The first 25 words of your release are the most critical for grabbing attention and getting the priority information across.
- The basic information you need to provide is the answers to these questions: what?, when?, where?, who?, and why?
- Give your release a title that summarises the newsworthiness of your event.
- Don't forget to include your contact details.
- Write your news release so that it can be printed exactly as it is – make it easy for your local media to use it.
- If you are emailing your release, insert the copy into the message area. Do not send as an attachment.
- If possible, limit releases to one page, typed with 1.5 line spacing on A4 paper.
- Follow-up with journalists and reporters is most important. A timely phone call can be the difference between your release being read and being ignored.
- Find out the name of the Chief Reporter of the print or radio outlet you're approaching and address your release to them. If you know which reporter you want to attract, address the release to them.
- Remember that newspapers have different deadlines for news copy and advertising. Check well in advance.

Get the most from promotion and print

Direct promotion

- Why not go direct to where your potential audience resides? Consider letters (and follow up phone calls) to local book stores, high schools, tertiary institutions, adult learning centres, and community centres. This may be an easy way to promote your event to the people most likely to be interested in the event.
- Information centres and libraries also provide event and activities information outlets.

Advertising

- Advertising space is booked and charged on a “per column centimetre” basis. Newspaper sales people can advise you on a campaign to suit your event and budget.
- Papers can design and lay out your advertisement from written copy. However, for continuity in your promotional campaign, it is preferable to have one advertisement designed and circulated to publications as “camera ready copy”. This will also ensure that all copy details are correct and create a uniform and more effective campaign.
- Please include the New Zealand Book Month logo in your print advertising. [Click here](#) to download our logos.
- You will need to consider the ‘net value’ of paying for advertising. Ask yourself whether you can generate greater promotion for your event with ‘free’ methods (albeit those involving time and effort) rather than paying for a display advertisement.

Posters and flyers

- Posters are an effective way to promote individual events or to display your entire programme.
- Flyers in particular can be very cost effective – and can be prepared on any computer and then photocopied and cut to size at a local copy shop.
- Two-sided flyers are useful, with imaging on one side and programme details on the other.
- Flyers can be handed out directly to the public – but be sure to ‘drop’ some off in cafes, libraries and local bookshops.
- For extensive coverage, consider a direct mail out to a targeted database or mailing list (e.g. Rotary, local writers group etc)
- [Click here](#) to download our poster template.

With just three short weeks until the launch of New Zealand Book Month, be sure to keep in touch with your plans and promotions – we love hearing what you are plotting to celebrate books and reading. The team at New Zealand Book Month is really excited about the **Books Change Lives** campaign and looking forward to working with our sponsor partners and YOU. With your passion and enthusiasm for books and writers, New Zealand Book Month is sure to generate a huge noise right around New Zealand .

There'll be much more from us soon – including full details of our advertising materials and a brand new campaign coming to a book shop near you. The first of our campaign announcements will feature in the Sunday Star-Times this Sunday – 13th February. Be sure to reserve your copy to find out more!

As always, visit www.nzbookmonth.co.nz and invite your friends to join us in making this New Zealand Book Month the biggest and liveliest ever. In the meantime, happy planning from the New Zealand Book Month team!

Nikki, Beth, Gina and Natalie

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