

COMING SOON...

A SIMPLE GUIDE TO: ENGAGING LOCAL MEDIA

WHY IS IT IMPORTANT?

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- Audience engagement - you may have an existing audience but are you reaching everyone? Younger audiences might be getting their recommendations from vloggers/influencers rather than traditional media outlets.
- Community engagement - nurturing and cultivating relationships in the local community is essential, ongoing working relationships can foster contra-promotion activities between yourselves and other organisations / outlets.

HELLO

Is it you, I'm looking for?

First, things first - who do you contact and how do you find them?

Ideally your local media contacts should include:

- Newspapers
- Magazines
- Radio
- TV (if applicable)
- Online Lifestyle/Cultural/ Entertainment Outlets
- Lifestyle/Entertainment Vloggers/Bloggers

Don't forget to include student publications in all of this!



HOW DO YOU FIND THEM?

And what to do when you do...

How do you find them?

Newspapers, TV, Radio & Online Outlets:

- Check 'Contact Us' pages, is there contact information for an entertainment desk or even better a reporter?

Vloggers/Bloggers:

- Research local creative engagement agencies/collectives - see what writing output they have e.g.
 - [Beatfreaks in Birmingham](#)
 - [Vague Digital in Manchester](#)
- Check local culture outlets - who are they championing? Most writers link to their social profiles on articles now.
- Follow up on Facebook, Twitter and Instagram: what are their follower numbers like, what kind of content do they post?
- Don't just limit yourself to film writers, are there interesting lifestyle writers you can also engage with?

Remember Google is your friend, simple search terms like 'Top Manchester bloggers / influencers' yield results!

HOW CAN FAN HELP ME?

Get yourselves involved...

- Reach out to [BFI FAN Young Consultants](#) collective to see which films they are currently championing with their light-touch marketing packs, designed specifically at supporting exhibitors attracting younger audiences to their venues.
 - We've started a twitter thread of regional film critics, you can check it out [here](#).
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HOW DO I TRACK THEM?

And get yourself organised...

Take time to:

- Create a Press Contact Sheet which can be shared and updated by all of your cinema team, see [here](#) for a suggested template.
- Send out regular Press Releases, you can create a variety of these such as:
 - [Weekly listings](#)
 - [Special Events](#)
 - [Coming Soon](#)

Click the links above for suggested templates.

- Follow them on their social channels and interact/engage with them regularly.



WHAT CAN I OFFER THEM?

Remember to value their expertise...

- Does the publication/blogger have an existing entertainment section? If not, can you suggest a regular column/segment to them?
- Can you offer them free tickets to review the new films/event cinema in their publications? Or even for ad-hoc competitions.
- Do you have an advertising budget - can you agree some paid partnerships?
- Can you host industry press screenings? Offer yourself as a host venue to distributors who are always looking for regional partners when it comes to preview screenings.



WHAT ELSE CAN I DO?

Don't rest on your laurels...

- Don't let them go cold! Make sure you're keeping them up to date with what is coming up. You can do this by:
 - Sending weekly listings information
 - Emailing informally to give them advance notice of upcoming films (this could be done as often as your programme is decided)
- Invite them to regular 'mixers' at the cinema - drinks followed by a new film. Get to know these people and build relationships!
- Block out time each week to send your listings information out.



AND DON'T FORGET...

Are there any key hooks?

- Was a new release filmed locally (e.g. ALI & AVA in Bradford)?
- Are any of the cast from the area? (e.g. Jodie Comer / Liverpool)
- Does it have any special funding - e.g. BFI/Lottery Funding messaging?

I'D LIKE TO THANK...

Is there any key info you should include in
your comms?

As a [BFI FAN member](#), remember that you can receive help from BFI FAN to [promote your screenings](#). In turn, be sure to highlight funders that have supported your events or productions. E.g.:

- For example, “Filmed and set in Bradford, ALI & AVA is financed by BBC Films, BFI (awarding National Lottery funding) and Screen Yorkshire, with Altitude handling world sales and UK and Irish distribution.”

If in doubt, contact your [local BFI FAN hub](#) for more information.

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