

**NOTE:** If you are hiring your film on a **non-theatrical** or **umbrella** licence, you are not licensed to advertise the title of the film you are screening to the general public.

You know your potential audience, and how best to contact them, better than anyone else. However, the following suggestions might give you some ideas to ensure a good audience for your screening.

If you are producing specific publicity (A4 and A5 leaflets for local distribution are ideal) you will really help to promote your event. Any publicity should include:

- The name of the venue
- What the film is
- The film certificate (what age group it is suitable for)
- Date
- Start time
- Ticket price

- How to get tickets
- Any funders' logos

There are a number of useful places to display posters and leaflets such as:

- Doctor's/dentist surgeries
- Hairdressers
- Pubs
- Schools
- Post offices
- Parish notice boards
- Shops
- Your venue

The ideal time to distribute publicity materials is 3-4 weeks before your event, and if you have any future screenings planned at your own venue, you might want to announce them at the end of your event.

#### FILM POSTERS

The same type of film posters you would see at your local cinema are available from the companies below. This is a

free service to groups who are hiring films from film distributors. You will need to register and inform them you are hiring a film. They will then issue you with an account number.

National Screen: [0208 991 2121](tel:02089912121)

Moving Picture Distribution:

[0208 498 4450](tel:02084984450) | [email asc@delta-com](mailto:asc@delta-com)

## OTHER PROMOTION

There is no substitute for local advertising. Parish or other community magazines are an excellent way of drawing attention to your event and letting people know that it is happening. Village/community websites are also a great way of promoting your event.

A press release is also a good way of informing your local paper and radio station of the event. Give them a call, or look on their website to find out who the appropriate person is to send details of local events to.

Keep your press release short and simple. Here are some tips:

- Give your press release a concise heading, such as “[NAME OF FILM] at [VENUE]”. Editors will usually give articles their own titles anyway, but attract their attention and give them some idea of what your press release is about.

- Put a date on your press release so editors know when you sent it. The best time for media coverage is in the week before your event.
- The first paragraph of your press release should contain all the essential information: What, Where and When.
- In your second paragraph include further information about the film – what type of film it is, a brief introduction to the plot, and age suitability.
- You can include brief quotations if you want to, but always credit the person or publication they came from.
- In your final paragraph make sure you include details of ticket prices and how to obtain them.
- At the bottom of the press release put a contact number in case the editor wants further information.
- Send your press release to the relevant person at your local paper / radio station in good time. If your local paper is only published once a week, you might want to check when their deadlines are (usually 2 or 3 days before the paper is published).