



SAUCE – Hot tips for effective arts promotion

SAUCE is a 'microsite' of fuel4arts.com which covers all areas of arts promotion including strategy, design, media relations, advertising, direct marketing, email marketing, podcasting and more. Recently redesigned, with a new

media relations section, it is one of the consistently most popular downloads from fuel4arts.com and is highly valued by the arts community ... with very good reason. We couldn't recommend it highly enough. Best of all, it's free.

Website www.fuel4arts.com/sauce/



ArtsMarketing.org

'The leading marketing source for non-profit arts organisations,' ArtsMarketing.org is a project of Arts & Business Council of Americans for the Arts – the non-profit organisation for advancing the arts in America. Includes

a wide range of useful resources like research, case studies and insights into consumer trends and sponsorship as well as a look at innovative programs and new initiatives in message delivery like blogging and other online activities.

Website www.artsmarketing.org/

Websites + Publications

Arts marketing and media relations



ourcommunity.com Marketing Media & Post Centre: Media

Offers a series of free help sheets on various topics related to media relations including:

- Creating a Contact Book
- Knowing When What you do is News

- Attracting Coverage in Your Local Area
- Writing a Media Release
- Managing a Media Crisis
- Holding a Press Conference
- Becoming an Opinion Leader
- Developing a "Lift Speech" and
- The Importance of Pictures. All free from ourcommunity.com.

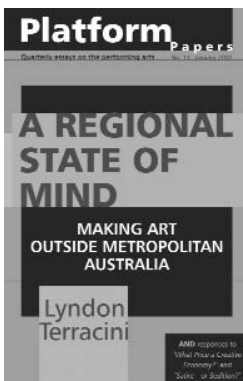
Website www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1424



What's My Plan? A Guide to Developing Arts Marketing Plans

An oldie but a goodie. Produced by the Centre for Professional Development in association with Sharron Dickman for the Australia Council in 1999, this comprehensive workbook takes you through the crucial steps to producing an effective arts marketing plan, from planning to execution and evaluation. Includes a number of useful worksheets and examples.

Available from the Australia Council Tollfree 1800 226 912
Email mail@ozco.gov.au Website www.ozco.gov.au/arts_resources/publications/whats_my_plan/



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A Regional State of Mind: Making Art Outside Metropolitan Australia

Lyndon Terracini, operatic baritone and Brisbane Festival director, makes a strong plea for respect for the bush artist in the latest in the Platform Papers series, published by Currency House. Watch out for a release in January and a launch at a location to be confirmed in regional NSW.

More information on the Currency House website.

Website www.currencyhouse.org.au



Social Change Media – Campaign Resources: Tips for using the media

A terrific little resource on media relations from the public interest experts. Provides savvy advice and insights into

the mainstream media from a slightly different angle to the traditional arts marketing approach. Succinct and refreshingly cynical, their might just sharpen your focus enough to invent a whole new approach to your media relations!

Website http://media.socialchange.net.au/using_media/Contents.html