What's A Nice Kid Like You Doing In A Business Like This?

Free Promotion & Publicity

BY

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(Guest Columnist)

With a little bit of ambition, a group can go a long way toward building their image. There are many magazines, weeklies, periodicals and newspapers who are looking for interesting press releases from groups. Often they will use your picture and do an elaborate writeup. It doesn't cost you a cent if you supply them with a newsworthy article, but I want to stress newsworthy.

Canadian Teen Magazine is always anxious to assist Canadian groups. The new Giggle Magazine features music news. The Telegram After Four supplement often has photos and articles about Canadian groups. Miss Chatelaine is another booster of Canadian talent. RPM Music Weekly (this magazine) is always on the lookout for interesting stories about Canadian groups, and don't ignore your local paper.

Here are a few tips about getting a good press presentation that might be accepted. The story must have human interest. It must have mass appeal and not be directed at your fans. Write the press release to the best of your ability. It will be edited and rewritten (usually) by the publication. Make sure it is neat and professional looking. Try to type it if you can, and double space it so that it can be easily edited.

If you have a good photo that might colour the story, send it along, they might use it. 8 x 10 glossyes are most acceptable and very professional. The better the photo the better your chances. Don't send a bad photo, because it won't reproduce. Attach the press release and the photo to a carefully written letter that will convince the editor of the publication that you have something to offer that his readers should hear about. Be careful not to mistake your own interest in what you are doing for newsworthiness. It must have some human interest value, or it will be rejected. There is no charge for this service.

The addresses of these periodicals are always found inside the publication itself.

If you feel that your promotion and publicity should be looked after for you, there are many firms that will do this for a fee, and try to pay a fee rather than a percentage. They have packages and single promotional items and services. They know how your promotion and publicity should be handled and usually will charge a nominal price for what they do.

Shop around. Make sure you are getting the best service at the nominal price for what they do. If you have a good photo that doesn't cost you a cent if you supply them with a newsworthy article, but I want to stress newsworthy.

There are films that specialize in promoting showspeople, and that is the kind of film that should go with. I know one group that doubled their gigging price just with an effective program of promotion and publicity. It paid for itself many times over.

CHOV JOTTINGS

Penbroke, Ont: CHOV now kicks off its day with country sounds (6-7 AM), NOR happens from 7 AM to 4 PM and Dennis West catches the after school crowd with MDT (4-6 PM) and another Music of Today personality, Tommy Trend rocks from 7 to 10 PM.

CHOV's "New Look" survey bow to good reaction Sept. 30. Gordon Lightfoot appears in concert Oct 9-10, which makes his latest album a natural for CHOV.

Denis West's "The Happening" show features "Holdin' On To Hits" with alternating listeners phone in requests for "Golden Hits" to be featured on following afternoons show.

Guy Lombardo's Sept. 29th appearance was a huge success, due in part to exposure CHOV gave to his recordings.

Top Canadian groups have appeared at CHOV sponsored hops and played to SRO crowds. These included The Staccatos, BTB4 and Security. Many more are expected in the months to come.

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