



York Culture Awards

PR Toolkit

Thank you for entering the York Culture Awards 2015/16. The benefit of entering early is that you could receive fantastic media exposure about your entry, as we work with our media partners to promote the awards throughout the year. But there's lots you can do too!

This toolkit gives you all the essential information you need to give your entry the PR exposure it deserves, including:

- Overview of the York Culture Awards
- Social Media Plan
- Template News Release

York Culture Awards - Overview

Make It York has launched a brand new awards ceremony specifically aimed at York's Cultural sector. The event will celebrate excellence in the arts and culture sector and reward outstanding innovation, creativity and quality. It will be an opportunity to showcase our city-wide cultural achievements and future plans, as well as to inspire and motivate organisations, businesses and educational institutions to make York's cultural offer stronger.

The York Culture Awards ceremony 2015/16 will take place on 1st December at York's Central Methodist Church and tickets will go on sale in October 2016. The awards will include a wide range of performances and entertainment throughout the evening.

Communication details for York Culture Awards 2015/16

Website: www.yorkcultureawards.com

Twitter Handle: @makeityork

Hash tag: #YorkCA16

Contact email address: awards@makeityork.com

York Culture Awards 2015/16

Social Media Plan

Hashtag for the event
#YorkCA16

ON THE DAY

Tweeting for the York Culture Awards taking place on Thursday 1 December will be conducted on the @makeityork account.

Tweeting in the lead up to the event and live on the day with the objectives of:

- Raising the awareness and profile of the event and celebrating creativity
- Encouraging ticket sales
- Engaging with attending guests who are tweeting in order to create a 'buzz' about the event

June – September 2016

Encouraging entries

From now until 30 September we are encouraging entries from individuals, organisations, businesses and educational institutions who are part of York's Cultural Sector.

A tweet per week to encourage more entries would help us spread the word.

Example tweets:

On 1 December we will be celebrating all that is cultural in the city of #York ENTER NOW at yorkcultureawards.com #YorkCA16

Entries are open for the York Culture Awards 2015/16 until 30 Sept- more info available at yorkcultureawards.com #YorkCA16

Have you picked your category to enter in the York Culture Awards 2015/16? We have! Browse and enter here by 30 Sept #YorkCA16

2 weeks left to get your entry in for #YorkCA16 – deadline for all entries is 30 Sept– enter here now yorkcultureawards.com

October – November 2016

Announcing shortlisted finalists and tickets on sale

Shortlisted finalists will be announced week commencing 17 October, so it is at this point in which the availability of the tickets needs to be communicated on Twitter. This theme will continue over the coming six weeks until either all tickets have sold out or until the day of the event arrives.

If you have been shortlisted for an award we would love you to tweet about it!

Example tweets:

We have been shortlisted for the York Culture Awards 2015/16! For more info about the event and how to book tickets see yorkcultureawards.com #YorkCA16

We're in the running to win the (insert award category)! The event is on 1 December – for info on how to book your tickets visit yorkcultureawards.com #YorkCA16

Very excited to announce we've been shortlisted for (insert category) and looking forward to the awards ceremony on 1 Dec #YorkCA16

I'm honoured to be shortlisted for the (insert category) and looking forward to the awards ceremony on 1 Dec! #YorkCA16

On the day – Thursday 1 December

Example tweets:

Some of the team (insert picture) arriving at tonight's #YorkCA16 – looking forward to finding out who's won the (insert award category).

I'm over the moon to have won the (insert category) award at last night's York Culture Awards. Congrats to all finalists! #YorkCA16

Such a fab night celebrating all that is cultural in the City of #York Thank you for the messages of support! #YorkCA16

A big thank you to @makeityork for last night's awards ceremony – fantastic event and worthy winners #YorkCA16

A great night at last night's #YorkCA16 Proud to be shortlisted and well done to all of the shortlisted finalists!

Congratulations to all the winners and fellow finalists at #YorkCA16 last night. Fantastic night!

NEWS RELEASE

Issued by:

Issue Date: XXXXX

Punchy Title

What’s happening, where, when, why?

Expand on content, how is this happening, who is involved etc

Insert Quote (*name, job title, organisation*), said,

‘XX
XX
XX’

Additional quote from a third party to endorse the story, (*name, job title, organisation*),
said,

‘XX
XX’

Copy to utilise where relevant:

Organised by the team at Make It York, this year’s York Culture Awards will be held at York Central Methodist Church on 1 December 2016. The Awards will celebrate, retrospectively, quality and excellence in the arts and cultural sector.

Free to enter, there are eleven Awards for the taking including; Culture Partnership, Community Project or Event, Cultural Champion, Cultural Education, Cultural Equality and Diversity, Cultural Event or Festival, Film, Performing Artist/s, Production, Visual Artist and Writer. Entries will be open until 30 September 2016 for cultural activity which has taken place between July 2015 and September 2016. Throughout the year Make It York will be promoting the Awards on Twitter @makeityork with the hashtag #YorkCA16.

The Awards will be judged by an independent panel including, Professor Chris Bailey, York St John University, Lawrence Christensen, Marketing Director, Benenden, Dr Fiona Thompson, York St John University, Gill Greaves, Relationship Manager, Museums Yorkshire at Arts Council England, Colin Jackson, Owner, Creative Learning Partnerships, Alan Millard, Chief Operating Officer, Hiscox, Judith Buchanan, Professor of Film and Literature, University of York and Charles Hutchinson, Arts Editor, The Press. To enter the York Culture Awards visit the website at www.yorkcultureawards.com

Insert any future plans/news.....

Ticket sales for the awards ceremony will be available from w/c 17 October. To find out more about the event please visit www.yorkcultureawards.com or email awards@makeityork.com

ENDS

Notes to Editor

Background

Make It York (York’s Destination Organisation) – Make It York’s purpose is to develop and promote the city and its surroundings – nationally and internationally - as a vibrant and attractive place to live, visit, study, work and do business. The remit covers leisure and business tourism, city centre management, festivals and events, business support and inward investment.

Name of your organisation and further details

XX
XX
XX

Insert Interview opportunities and/or photocall

Where

When

Who

For further information and to request an interview please contact:

XXXXXXXXXXXXXXXXXXXX

