

Independent Bookshop Week 2021

PR Tips

The Midas team will be promoting bookshop events and initiatives across the country to mark Independent Bookshop Week (19-26 June 2021) and we'd encourage you to liaise with your local media to let them know about your IBW plans, to ensure as many people hear about it as possible!

We've created a press release template (see separate document), which you can adapt with the details of your IBW activities. The press release should include:

- **What the event is** – from virtual author talks to online book clubs, and from window displays to exclusive promotions, we'd love to know what you're planning
- **Who is taking part** – if you have an author, poet or illustrator taking part it would be brilliant to hear about it in advance
- **When** the event is taking place (date, start and finish times)
- **Where/on** which platform the event is (including links if available)

Once you have created your press release:

- Send your press release to your local newspapers, radio station and local TV news. If you have a tourist information centre, or local interest websites, try sending the release to them as well.
 - Local press will need to know about events in advance to be able to arrange an interview with you/the author(s) or to run a pre-event story. Ideally, contact them ***3-4 weeks in advance, not the day of/the day before***
- If you don't already have contacts with your local media, have a look at their websites. Most will have a contacts section somewhere which will include email addresses for news stories
- Contact your local newspaper to see if they will send a photographer along to your event or to take pictures of your bookshop
- If the newspaper can't send a photographer, offer to send them your photos instead. For PR pictures need to be:
 - **High resolution:** 300 dpi, at least 1MB in size
 - **Clear** / not blurred
- Offer to do a book recommendation slot for your local radio.

If you have any queries, please contact Anna Zanetti and Amelia Knight at Midas:

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