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Lisa Mighton

CARNAVAL DEL SOL 2017

PUBLIC RELATIONS PLAN

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Summary / Overview

This document will summarize the communications / media relations plan for the 2017 weekend festival Carnaval del Sol.

I am recommending that we expand PR efforts, which will require considerably adding to the PR volunteers team.

Goal

The aim of the communication initiative is to increase attendance at the weekend Carnaval del Sol festival, and increase public awareness of both this event and Latincover. Ideally, we will make the festival the preferred event to attend on the July 8/9 2017 weekend.

Objectives

The key objective is to publicize the weekend festival event.

What do we want audiences to **think**, **feel**, and **do** after they are exposed to our public relations message(s)?

- Think: I want to go to this weekend festival.
- Feel: Interested, energized, surprised that an event that's perhaps like Canada's Mardi Gras exists, for free, in Vancouver.
- Do: Schedule the event in their calendars, sign up to receive the daily festival announcements, and download the app.

Priorities

Communication efforts should focus on celebrating Latin American arts, food and culture.

Media outreach should take into account that the Carnaval weekend includes live music, food, art, dance, and sports. It attracts attendees from Metro Vancouver and through BC and Washington State. Carnaval del Sol is part of Latin American Week which is officially proclaimed by the City of Vancouver and Province of BC.

Target Audience – Stakeholders

The target audience is 25 - 45 year old females.

For future market research, it would be useful to know how familiar Vancouverites are with Carnaval del Sol (so that this change can be measured year-to-year), and their understanding of the event's reputation. Both of these elements of market research need to be taken outside of the weekend festival. I recommend that when volunteers are promoting CdS at related events, market research - and these questions in particular - be added to their tasks. In a meeting with Paola and Pilar, they said they would delegate this task over to Paloma.

Stakeholders include the many sponsors, who should be recognized in marketing – media materials, with brand recognition (logos) or in text.

Communications SWOT Analysis

Strengths <ul style="list-style-type: none">• Unique event in calendar.• Multi-event festival with numerous arts (& sport) events.• Very visual, good for photo editors/ TV/ bloggers, especially in terms of traditional dancers/costumes.	Weaknesses <ul style="list-style-type: none">• Potential for poor weather to affect attendance.• Event is largely fenced-in, with small difficult-to-find entry points.• Attendee confusion between ‘Family Plaza’ and ‘Kids Plaza’.• Some elements not free (outreach to family bloggers/media should specify which events do cost (including car exhibitor participation price)).• Very limited seating in Food Plaza, especially relevant for families.• Art event in 2016 seemed to include non-Latino artists? Confusing for media• Media launch event is currently planned for a non-Latino venue (restaurant). Confusing for media.• Difficult parking.
Opportunities <ul style="list-style-type: none">• To increase attendance of the target demographic.	Threats <ul style="list-style-type: none">• Clashes with same-weekend events, that include: Khatsalano Festival (Sat. July 8), Indian Summer Festival (July 6 to 15), Greek Summer Fest (July 6th to Sunday, July 16th, 2017)

Information and Communication Needs

We need broader awareness of the festival, and greater targeting of the culture-specific aspects of the event (food, music, fashion, art, kids’ events).

Key Messages

The Carnaval del Sol festival is worth attending; unique entertainment while connecting to community. Carnaval creates an experience of Latin America without leaving Vancouver.

Strategy

Mount media relations campaign for weekend festival.

Tactics

News releases, niche-blogger outreach, media launch event, and potential speeches are among the CdS event tactics.

One new tactic is to expand connections and inclusion in publications for tourists -- Destination BC, Hello BC, and Tourism Vancouver (this has begun; I am in touch with four people now responsible for different aspects of Destination BC and Hello BC).

I also recommend that the CdS volunteer from the main team who will be handling distribution to community centres and libraries also (if this is not being done already) distribute flyers to hotel concierges. This will add considerably to the number of flyers you will need to print. In addition, perhaps it is also worth investigating if there is a local hotels association to which concierges all belong and receive email info information from.

The media launch event ('press conference') is not usually one I would recommend, because key journalists with daily deadlines don't leave their desks unless a media conference relates to urgent news events. Stuart Derdyn of the Province/Sun for example, surprisingly came to last year's event but has indicated with all the cutbacks (20 slashed at the Sun last week alone: FYI note re: potential sponsorships that there was a big cut that day at CTV as well), it's not likely for this year. It's difficult to tell what the payoff was from last year: anecdotally a number of people came, but there seems to be no record of this; the 2016 guest list indicates only 8 people, none with traditional media. I wonder if tagging / promoting it as a 'CdS Media Launch' event, rather than a press conference, might prove helpful. Also, though promoting it to key arts media is recommended - and I think this should be one expense and use of the Media ENet of the BC Alliance for the Arts - I think the primary target for this launch should be the 38% who get their news via online media -- ie. online magazines and blogs.

- **Needed info: 'media conference' in 2016 was on a Wednesday, at what time of day?**
 - My only suggestion at the moment is not in the first couple of hours of the day, since journalists will need to go in and see if there are any pressing stories they are assigned to cover

Communications Channels

- Events Listings, both online and traditional media.
- Online magazines.
- Mommy/family bloggers.
- Food bloggers.
- Art bloggers.
- Fashion bloggers.
- Music bloggers.
- Traditional Vancouver print/radio/TV media ('earned media'; publicity stories/ articles).
- Social media.
- Others' Media Lists.
- New Targets to Try.
- Speaking Opportunities.
- Flyer distribution.

Events Listings

We will build up a worksheet specifically for events listings, using Google Docs. Some of this can be drawn from the 2016 media database; much will need to be researched anew.

I'm on an events email list called Evensi, that regularly sends targeted events I may be interested in. Cost is \$90 to target to a broad market. It may be worth considering? <https://www.evensi.com/promote.php>

New Targets to Try

Long leadtime

- Print magazines (3-month leadtime) including Westworld, enRoute, BC Magazine
- Seattle travel editor(s)
- Hello BC blog, and other Destination BC / Tourism BC publications (status: in contact; they are open to meeting in March; waiting on date - for sure Paola should go to this, and perhaps Pilar (I have proposed Mar 2 or 3); we can discuss as a non-Latino, in a meeting about cultural events, whether I should be there too. Since their publications have millions of readers in my mind this (as well as the Tourism Vancouver one) is the most important media outlet we'll connect with, & I think we should have a knockout presentation planned
- V! E-Newsletter, and other Tourism Vancouver / The Metro Vancouver Convention and Visitors Bureau publications, **especially the Visitor Guide** (status: have emailed, waiting on response - likely they have already printed the 2017 guide; pitch on inclusion in 2018 guide)

Others' Media Lists

Strong Recommendation: spend \$180 (Paula has verbally agreed we can do this) to send out 2 media releases (for launch event and CdS weekend) utilizing Media eNet* <http://www.allianceforarts.com/media-enet/>

The Alliance issues a twice-weekly Media eNet broadcast, landing press releases in the inboxes of media contacts throughout Metro Vancouver.

The list of approximately 200 media contacts includes:

- Arts and entertainment reporters, editors, critics and columnists;
- Print and broadcast assignment desks;
- Photo and video assignment editors;
- Broadcast producers, researchers, reporters and on-air hosts;
- Hard news, business, and lifestyle editors, reporters and assignment desks;
- Opinion-piece columnists and commentators;
- Arts, culture, lifestyle and political blogs, webzines, and other websites and contributors.

- **FEES**

Alliance Members: \$25 for the first page and \$20 each additional page of same release;

Non-members: \$50 for the first page and \$40 each additional page of the same release.

Payment must be received by the submission deadline. Current payment options: Cash (in person only).

Cheque, made payable to BC Alliance for Arts + Culture.

Credit Card (VISA, MasterCard, or American Express).

Currently the Media eNet is sent twice weekly, on Mondays and Thursdays. They recommend that a media release be issued three to four weeks in advance of an event in order to meet media deadlines. Contact: **Beverly Edgecombe** Member Relations Manager 604 681 3535 (207)

Speaking Opportunities

- Creative Mornings (status: pitched, very interested, asked to be put in contact with Paola - not sure where this is at Pao?).
- Sam Sullivan's public salon series (status: pitched & sent followup email).

Activities and Materials

The Quick Summaries - Events Latin American Week ('Carnaval del Sol Featuring Latin American Week') pdf document currently has some different fonts, and some activities that are still unclear (eg. 'Latin American Music on Wheels').

It would be very helpful to have a 2-4 page document, similarly visual (as the quick overview document mentioned above) just about the festival weekend and its activities.

I will primarily be using this one. It would be helpful to have this by March 1, to target travel editors who have long lead-times.

Targeted media releases issued for:

- Media launch event & CdS weekend.

Media release angles for each media outlet, for example:

- Targeted to food bloggers, perhaps with sample recipe.
- Targeted to mommy/family bloggers, listing free and low-cost kid activities.
- Targeted to Spanish media (translated; I have requested a Spanish-speaking volunteer)

Print Materials

- Flyers (handbills) about weekend CdS event.
- Posters about weekend CdS event.

Flyer Distribution

- Vancouver community centres (this can usually be done to one location).
- Vancouver public libraries (this can usually be done to one location).
 - Contact community centre and library central distribution points, end goal -- willingness to distribute brochures through city, and advice on brochure #s for their venues
 - Separate from this, it looks like Jewish, Croatian and Italian cultural centres will take a total of 7 posters
 - See note re: concierges
 - Distribution will, as in past, need to be done by volunteers from the main CdS team, not the PR volunteers

Improved + Larger Information Table Signage

-- Different plazas need higher and larger signage

--- Print and mount on spongeboard if not already being done

-- Unfortunately the event is largely in a fenced-in area... I recommend a number of large signs along Pacific and along the seawall walking trail, with arrows indicating direction to the festival entrance

-- I recommend that the Media Tent be clearly visible right from the entrance. Media are often inclined to do their own thing, so this would do two things -- offer Paola/Pilar as interviewees and allow us to quickly call them and have them come there, and more importantly, to keep a record of what media have come on-site so we know to look for their coverage.

Needs assessment; this may have been done? Consult with volunteers and Board members who 'staffed' the membership sales desk, and the ticket sales desk / RC info table, about what are the information challenges they encountered at events and what signage would improve things

Story Angles

CULINARY ART SHOW

- We will be sharing the traditions, techniques, and unique flavours of fine cooking from Latin America.
- The executive chef from well-known restaurant La Taqueria will participate representing one of the most internationally recognized cuisines. This chef, working with 10 local chefs, will give workshops and public demonstrations on how to prepare gourmet food with a special fusion of the Latin American taste.

TRAVEL PLAZA FASHION SHOW

- Vancouver is a leading city when it comes to fashion, and for that reason, Carnaval del Sol 2017 will offer a fashion show, where traditional and contemporary fashion styles will mix together.
- In addition, every Latin community will showcase their traditional clothes.

VISUAL ART

- The art section features Latin American traditional and cultural artists, crafts and performances with live demonstrations.

MUSICIANS

- Require list of who has been booked so far, their URL's and contact details, by March 15

Interviews Needed

(will require by March 15, leads and contact info from Paola/team):

- The body painting artist
- Musician with personal story
- Lead chef
- Two competitors in cooking challenge
- Food exhibitor(s) with personal story(ies), willing to do early-morning food demo's, supplying ingredients, and share recipe
- Excellent Latino visual artist with personal story
- VCC student with Latin-inspired runway items
- Latina community member who makes and will be runway-showcasing their traditional clothes
- Latina dancer with personal story
- Latino dance group, willing to do early-morning demo's

Project Tracking + Plan Implementation

Extensive media database (workbook) to be created, in part from provided documents, with followup calls to update list (volunteer required)

Status of all media calls, interviews and coverage will be tracked in Google Docs.

Timetable

SUGGESTED PR TIMELINE

By Monday March 6	Require from Milena, the names, resumes and contact info for the first two PR volunteers (I have emailed her but not received this yet - she has the volunteers)
By Wednesday March 8	Pilar to fact-check story angles and timeline and return with changes to Lisa Mighton
Weekend March 3-5	Require Paola/ Pilar to review event summary/media kit with Lisa and add missing info about events
Week of March 13	Require graphic designer to polish 'event summary' pdf so it can be sent to 3-month leadtime magazines (and later, to journalists). Could

	this be used as the Media Kit that we supply to journalists at the media conference / launch? I think it would work really well. Would require higher printing costs, & sending out to printer.
Week of March 13	Require list of names with contact info for Latincouver staff responsible for each programming area (Malcolm Aiken music booker; Gigi ___ visual artists booker; Mabi ___ kids' zone booker; who is culinary booker? _____. I will be contacting them. For example , require list of what musicians have been booked so far, their URL's [and contact details for 2 or 2 with strongest stories & willing to do very early mornings!].
Week of March 13	Require about 10 of the best high resolution photos (without logos) to be found and put in the photos folder (including laughing dancer with headdress on stage). All media coverage will depend on these being found.
Weeks of March 13 and March 20	Volunteer to research and add to database: food writers / bloggers
Weeks of March 13 - 27	Volunteer to research and add to database: events listings opportunities
Week of March 20	Require list of leads and contact info for each of: <ul style="list-style-type: none"> • The body painting artist • Musician with personal story (2 or 3 bands) - require 1 CD for CBC show • Lead chef • Two competitors in cooking fusion demo • Food exhibitor(s) with personal story(ies), willing to do early-morning food demo's, supplying ingredients, and share recipe - 2 different vendors • Excellent Latino visual artist with personal story • Student with Latin-inspired runway items • Latina community member who makes and will be runway-showcasing their traditional clothes • Latina dancer with personal story • Latino dance group, willing to do early-morning demo's
Weeks of March 27, April 3, April 17 and April 24	I, along with help from volunteers, plan to be phoning and doing pre-interviews with the list above
Weeks of March 27 and April 3	Volunteer to research and add to database: mommy/parent writers / bloggers
April 12-18 (Easter-plus)	Lisa away

Week of April 17-21	Require .jpg photos of: culinary plaza/demo's and visual artists in plaza (these exist as they are in the sponsor packages) - please put these in the photos folder (the higher resolution, the more media coverage we will get)
Week of April 17-21	Require lists of Latino musicians booked so far, and also Latino visual artists booked so far, with their websites
Weeks of April 10 & April 17	Volunteer to research and add to database: visual art writers/bloggers
Weeks of April 24 & May 1	Volunteer to research and add to database: music writers/bloggers
Tuesday May 24	Contact Breakfast TV (they are happiest with 6 weeks notice). Try for the Tuesday in the first week of July, the day before the flamenco/tango/wine event.
Weeks of May 22, May 29 & June 5	Volunteer to do all event submissions about Carnaval del Sol & Latin American Week
Week of Monday May 29	Require graphic designer to produce media invite which will be emailed out via Media eNet and by direct emails to journalists and bloggers. Also require graphic designer to produce media invite in Spanish??
Week of Monday May 29	Require graphic designer to update Media Kit
Week of June 5	Send targeted media invites to select journalists and especially to bloggers
Monday June 5	Require Pilar/Paola approval of media invite document
Wednesday June 7	Supply media invite document to Alliance for Media eNet
Wednesday June 7	Send media invite document to those not on Media eNet: Spanish/Latino media, French media, and all bloggers
Thursday June 8	Send out media conference/launch invites via Media eNet (\$45 - how do you want me to pay?) [pdf]
Friday June 9	Media Kit to be sent to printer (what printer do you use? do you have a deal or can I negotiate a nonprofit rate at the printer near me?) (how do you want me to pay for this?)
Mon / Tues June 12 / 13	Follow up: who will be at media conference / launch (contact mainstream media & bloggers)
Wednesday June 14 (TIME TBC??)	Media conference / launch
Week of June	Need to be supplied with photo of La Taqueria chef

12-16	
Week of June 19-23	Follow up with bloggers. Set up interviews with Mabi (kids' zone; for parent bloggers), Gigi (local artists' zone), and the culinary booker who is _____.
Monday June 26	Require Pilar / Paola approval for media release
Week of June 19	Require contact info for art exhibit curator
Week of June 26	Volunteer to write & pitch visual arts & follow up with writers/bloggers re: July 3-8 art exhibit
Week of June 26	Volunteer to write & pitch & follow up with food writers/bloggers re: dance/wine event at Roundhouse: July 5
Wednesday June 28	Send media release to Alliance for Media eNet (\$45 - how do you want me to pay?) [pdf]
Thursday June 29	Media release send-out via Alliance for Media eNet
Week of June 29	Phone follow-up calls to media re: booking interviews (& appearances by dancers/musicians/chef(s) to happen the week of July 3 - 7
Week of June 29	Aim for interviews with Spanish and French media, CBC Radio & try for CKNW re: Latin American Week events & Carnival. Pitch News 1130 on doing live on-site reports at Carnival del Sol
Week of July 3 - July 7	Media interviews & appearances - mainstream media
July 3 - July 7	Contemporary Art Exhibition
July 4	Latin Film Night
July 5	Flamenco, Tango and Wine in One Night
July 6 & 7	Phone follow-up calls to media re: coming to weekend event
Carnaval del Sol July 8 + 9 2017	Volunteers Needed for Media Tent throughout 2 days + evenings; to be found and scheduled by Milena
July 23	Post-Event Report of Media Coverage

Accountabilities

- Social Media -- Paloma _____ and social media team: _____
- Website -- _____

- Media Sponsorship -- Pilar and Paola
- Media Advertising -- Pilar and Paola
- Flyer / Poster Distribution, Research and Tracking -- _____
- Figuring Out Staff Requirements for and then Staffing and Scheduling the Media Tent _____
- Media Relations - Lisa Mighton & volunteer team

Communications Team CdS Volunteers Required

Blogger Outreach Coordinator

- When: March 4 until July 9
- Time Required: 6 hours/week until July 23

Media Relations Assistant - Research, Pre-Interviewing and Pitching

- When: March 4 until July 23
- Time Required: 6 hours/week until July 10

Events Listings Coordinator

- When: March 4 until July 23
- Time Required: 3 hours/week

Public Relations Volunteer C (Spanish and Latino media updating and pitching; ideally translating media releases into Spanish)

- Must speak and write Spanish
- When: mid-March until July 12

Time Required: 2 hours/week

[PR Measurement] / Post-Coverage Coordinator

- When: early April until July 21
- Time Required: 4 hours/week

Public Relations Volunteer A (TV and print updating and pitching)

- When: mid-May until July 12
- Time Required: 6 hours/week

Public Relations Volunteer B (Radio and online magazines updating and pitching)

- When: mid-May until July 12
- Time Required: 6 hours/week

Wishlist Ideas

Volunteer qualified in earned media measurement, to do the mathematics involved in measuring each media story for its equivalent ad value.

Potential volunteer sources include

- Canadian Public Relations Society <https://www.cprsvancouver.com/volunteer/>
- BC Alliance for Arts and Culture (see note under Advantageous Memberships) <http://www.allianceforarts.com/volunteer-calls/>
- Volunteer Vancouver: public relations volunteers <http://volunteeringvancouver.ca/>

- Charity Village volunteer postings: <https://charityvillage.com/jobs/advertiser-eligibility.aspx?to=Volunteer>

We need some clarification on who will be responsible for advertising for these volunteers, and perhaps we need to add some deadlines to getting this done?

Evaluation

We can look at how much media coverage we got as compared to 2016.

Advantageous Memberships

* The price to access Media eNet lowers if you are an organizational member of the BC Alliance for Arts and Culture. As well as enabling us to use Media ENet broadcasts to arts/culture media at reduced rates, they offer boardroom rental for up to 30 people at \$10/hour, many fundraising resources, ability to post arts-related volunteer positions (which I would like to utilize very soon to help with the numerous PR positions we will be requiring) <http://www.allianceforarts.com/volunteer-calls/>, etc.

I will need regular meeting space for PR, and suggest these PR meetings happen just prior to Paola's full team meeting, weekly from March through June. At \$10/hour for 3 hours (initial meetings would not be this long) for 20 weeks, this would be \$600.

[I hoped Sat. mornings would be free and checked into it but they're booked, the meeting spaces are very popular so I suggest we move on this membership and room bookings, should we want them, quite quickly. I had them check if any day of the week was consistently available and the best they have is 3 Friday evenings per month from 6pm, from March through to the festival (one group already has one Friday per month booked). We would have to move quickly if we wanted this space.]

Marketing Tools

[to be completed by Paola/Pilar if we want to include this section]

- Print: posters, leaflets, postcards, programmes. etc.
- Direct mail and print distribution
- Media advertising: print, radio and TV
- Website/internet/e-bulletins
- Outdoor advertising: billboards, bus sides, van wrap, poster sites, street dressing, etc.
- Friends/ambassadors' programmes/clubs
- Media sponsorship
- Public opinion poll(s)

- Branding
- Street Festivals
- Parade
- Libraries
- Community Centres
- Cultural Centres
- Other?