

Islington Folk Club

Publicity Officer Report – 1st January – 31st December 2022

During the year the Club has publicised its activities via various media

On-line publicity

- Islington Folk Club Website maintained by Martin Nail. Details of forthcoming programme and copy for artist notes provided by Roger Trevitt since summer 2022, Brian Gardiner previously
- Islington Folk Club Twitter account maintained by Martin Nail and Nick Moran
- Islington Folk Club Facebook account maintained by Bernard Puckett and Nick Moran
- Islington Folk Club Instagram account maintained by Nick Moran
- Highbury Community News Facebook account. Copy by Roger Trevitt, photograph Nick Moran.
- The Club MailChimp account managed by Roger Trevitt, Brian Gardner until Summer 2022. This holds a database of approx 1030 comprising: members (those who have joined for the current year) and subscribers (others who are not current members but remain interested in receiving information. Most are previous members).

E-mails sent to the whole database (members + subscribers):

Details of the forthcoming guest(s) - sent each week on the Saturday before the performance.

Notice of Club closures or changes to the programme - sent as required.

The forthcoming programme list - sent during summer break.

E-mails sent to members only (around 190):

Notice of the AGM

Agenda of AGA

Also since summer 2022:

- Folk & Honey, a website of venues and artists, maintained by Roger Trevitt
- Halibuts, a website attempting to show all live music in London, liaison with Roger Trevitt
- Selected Club evenings advertised on local Highbury Whatsapp posted by Margaret Chadwick

Publicity on paper since summer 2022

- Folk London magazine. In each bi-monthly issue:
 - A paid half-page colour advertisement showing Club dates and guests.
 - A free listing of these dates in the club section at the back of the magazine.Compiled and submitted by Roger Trevitt, artwork by Alex Szyszkowski.
- Termly (ie spring, summer, autumn) programmes (A3 in colour) showing forthcoming programme.
Compiled by Roger Trevitt, artwork by Alex Szyszkowski, printed by Nick Moran.
- Termly flyer, folded A4 black and white, giving brief details of each guest and Club location map.
Copy by Roger Trevitt, artwork by Alex Szyszkowski, printed by Nick Moran.

The posters and flyers are available at our Club evenings and are also distributed at other folk clubs and locally e.g. at: Islington Central Library, local retailer notice boards.

Banners

Placed in the windows of the venue by Nick Moran

Publicity by artists

The confirmation/information sheet sent to each artist before their appearance urges them to use their own media to publicise their event. They are also asked for materials to aid the Club in publicising their evening.

Links with other Folk Clubs

Local clubs such as Cellar Upstairs and Bowes Park have been happy to announce our events on a reciprocal basis. Our audience has members who regularly visit other clubs.

The Sweet Thames project

Our Club features in the display material exhibited by the 'Sweet Thames' project.

Friends and neighbours

Friends and neighbours have been attracted to selected Club evenings.

Evaluation of effectiveness

- Feedback from new members asked why they attended a particular evening (rather than the Club in general) give responses suggesting all of the above have some effect.
- Only around 35-40% of MailChimp e-mails are opened each week (around 380/1030)
- External factors (Arsenal, train strikes etc) have some effect although some exceptions.
- The number of new members each evening suggests that we get a transient audience, with a fairly small (certainly less than 20) base attending regardless. Some come just for a particular artists and not again.
- Publicity by artists is crucial.

Further potential publicity

- We might look at notices in the actual bar of the Brewhouse to inform customers that we are there.
- Perhaps look at 'live music in Islington' sites
- Get on Islington 'Tourist Trail'?
- NB Islington U3A currently have no courses on music, performance etc

Roger Trevitt, Publicity Officer from June – December 2022