

Islington Folk Club

Publicity Officer Report – 1st January – 31st December 2023

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
- 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
- Islington Folk Club MailChimp account managed by Roger Trevitt
This targets a database of approx 1100 subscribers comprising past and current members and subscribers (others interested in receiving Club information).
Typically 35% will open the mails.
E-mails sent to the whole database include: details of the forthcoming guest(s) - sent each week on the Saturday before the performance. These include a photo, a link and fuller information on each artist than the web-site.
Notice of Club closures or changes to the programme are sent as required.
The forthcoming programme list is sent during term breaks.
Notice of the AGM is sent to current members only (around 100-300 depending upon time of year).
- Folk & Honey
A website of venues and artists, maintained by Roger Trevitt
This gives information about the Club and a photo and biography of forthcoming artists
- Halibuts
A website that aims to show all live music in London, liaison with Roger Trevitt

Paper-based publicity

- Folk London magazine (every two months)
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.
Details compiled and submitted by Roger Trevitt, advertisement artwork provided by Alex Szyszkowski.
- Termly flyers (folded A4 black & white) showing forthcoming acts with the same brief description of each as on the web-site
- Termly programme lists (A5 colour) for distribution at the Club, shops libraries etc
Compiled 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.

Other forms of publicity

- 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, show our leaflets etc on a reciprocal basis. Our audience has members who regularly visit other local clubs.
- Friends and neighbours
Not to be underestimated.

Effectiveness of publicity

- New members when asked why they attended a particular evening (rather than the Club in general) give responses suggesting all of the above have some effect.
- 35-40% of MailChimp e-mails are opened each week (400 out of 1100)
Clicks (members following the links provided) are around 2-4% (20-40)
- The number of new members on some evenings suggests that we get a transient audience, with some artist publicity proving very effective
This is particularly so with younger (more media savvy) performers with an on-line following.
- Audiences have been higher in 2023 - people seem to know of our events and new members arrive each week.

Roger Trevitt, Publicity Officer Jan – December 2023