

Islington Folk Club

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Publicity Officer Report – 1 January – 31 December 2024

During the year the Club has continued to publicise its activities via various media.

On-line publicity

- Islington Folk Club Website maintained by Martin Nail. Details of the forthcoming programme and copy for artist notes is 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 holds a database of approx 1220 subscribers comprising past and current members and others interested in receiving Club information.

E-mails sent to the whole database include:

Details of each forthcoming guest sent weekly on the Saturday before each performance. This includes: artist photo, artist information, links to music samples and websites.

Notice of Club closures or changes to the programme are sent as required.
Forthcoming programme lists are sent during term breaks.

Targeted e-mails include:

Notice of the AGM sent to the 355 current members only. (Around 400 members joined in 2024 but a number have unsubscribed).

- Folk & Honey
An on-line database of UK venues and artists. IFC information is maintained by Roger Trevitt. It shows: the Club programme, a photo and biography of each forthcoming artist and IFC contact information.
- Halibuts
A website aiming to show all live music in London. Liaison is with Roger Trevitt

Paper-based publicity

- Folk London magazine (issued every two months)
The Club pays for a half-page colour advertisement showing Club dates and guests for the period of the issue. A free listing of these dates also appears in the club section at the back of the magazine.
Details are compiled and submitted by Roger Trevitt with artwork provided by Alex Szyszkowski.
- Termly flyers (folded A4 black & white) show forthcoming acts with the same brief description as on the Club web-site.
Compiled by Roger Trevitt, artwork by Alex Szyszkowski, printed by Nick Moran.
- Termly programme lists (A5 colour). 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 retailers, cafe notice boards etc.

Other forms of publicity

- Banners placed in the windows of the venue by Nick Moran
- Publicity by artists themselves
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 these and other local clubs.
- Friends and neighbours
Not to be underestimated.

Effectiveness of publicity

New members (when asked on enrolment) suggest all of the above have some effect - though effectiveness is difficult to quantify.

- Some responses that can be quantified:
45-50% of MailChimp e-mails are opened each week (around 500 out of 1220)
Clicks on e-mails (when members explore the links provided) are around 4-5% weekly. Both figures are up on 2023
- Folk & Honey feeds back on the rare occasions that 'name' artists elicit ticket enquiries.

New members arrive on a weekly basis suggesting that we get a transient audience. Some artist publicity is very effective. Some 'name' acts can draw their own crowd, as can younger media savvy performers with an on-line following.

Audiences vary, sometimes unpredictably (from 24 to 72) with: time of year, guest artist, competing events, etc.

Overall average attendance for 2024 (48) has exceeded 2023. Beyond our core members people do seem to know of our events but pick and choose which they will attend.

Roger Trevitt, Publicity Officer, January – December 2024