

LAN PR TOOLKIT

The Latino Arts Network of California (LAN) was born out of a chain of cultural centers that linked the state. LAN is dedicated to strengthening and deepening the cooperative relationship among California's Latino artists, arts organizations and the communities we serve.



Latino Arts Network Communications Primer

The goal of this resource is to help you develop your communications strategy. It will also help you with other resources and outlets to enhance your capacity to tell your story. You must communicate to your audience who you are, what you do and why is it so important to join you in this journey. Communication is defined here, as how you are able to sustain a dialog with the public and let them know what is vital to your mission.

Everything you do or don't do communicates with your audience and the public, not to mention funders and the rest of the arts and culture field. To communicate is to use our language to tell your story. The Latino Arts field has an advantage because we can communicate in two languages to our stakeholders.



The LAN CVI Communications Toolkit was supported in part by the California Arts Council with additional support provided by Members of the Latino Arts Network of California.

Latino Arts Network Communications

► **Have your story clear,** your message or what is the news you wish to convey. In the old days the idea of a press release or public announcement was to get the story out in the parlance of Who, What, When, Where, How, How Much, and sometimes Why. It is still the goal but now you have multiple outlets with which to contact and send out your news.

Conventional wisdom is no longer conventional, new technology; the Internet and other social media have changed the landscape forever. Hardcopy press releases are more and more rare in the mail, while your email box is flooded with invitations and announcements. But is still up to the individual artist or organization to endeavor to contact your audience in all the ways available.

Spanish language media and communication is essential. If your audience speaks the language, they are more likely to solicit or seek their news first in their native language. So bi-lingualize your communication effort. This is not an easy task but it is essential.

The primary door to your home base is the Internet, a website that presents a complete picture of who you are and what you do. Funders ask for your link on grant applications, an indication that it should be updated and reflect your status. It has become the key tool in marketing your organization, or individual work and is as vital as having a space to work. The effort is two-fold; get people to seek out your website or blog and be prepared when they get there to have up to date and relevant information.

New social media such as Facebook and Twitter are very important as well, and they are a primary source of contact for a large part of your audience, but not all of your audience. There remains a generation of your public that does not rely on the Internet, and in our community it might remain less accessible to some people. Language might also be a barrier if you are English only.

Latino Arts Network Communications

► Social Media platforms:

Facebook www.facebook.com

Twitter www.twitter.com

YouTube <http://www.youtube.com>

Pinterest www.pinterest.com

Flicker www.flickr.com

Instagram www.instagram.com

Google+ <https://plus.google.com>

It is no accident that as the majority of the population in California is shifting that more and more local communities are seeing a rise of small Spanish language newspapers and weeklies. And at the same time, the English-speaking world is calling for the end of newspaper journalism, as we know it. The late Tip O'Neill, former Speaker of the House of the U.S. Representatives once said, "All politics is local," and so is communicating with your immediate community. Be diligent in not only seeking out Internet communications platforms and newspapers, but also the groups, individuals and leaders in your community, to let them know what you are doing. The old mailing list is now a contact list, an invitation list, and a group of key people who will facilitate your message, including local business and community associations. They are in contact with their audience and can help you to reach out to secondary audiences. Word of mouth still has great value in our community, use it!

Advocacy and Communication overlap when it comes to contacting elected officials, and it is important to maintain a contact with them without flooding them with so much information that they do not keep you in the radar. The best method is still the oldest, a personal contact, so finding staff and support persons who represent the elected person is essential, and they are the gatekeepers as to what information and who gets word to decision makers. They are the ones who will take the invitation and make the visit on behalf of the elected official, and report back the good work you are doing, so maintain a close contact with them. Come the time you need extra support, you will have already established a dialog, and that is key to getting heard.

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► **Press lists and media contacts remain essential** but they are also being flooded with news as much as anyone else to getting through the waters remains the challenge. Personal contacts are important, being ready is very important. Do you have video You Tube samples linked to your website, do you have color images of work that can be easily used by media, do you have marketing materials that are ready to present as a first contact to new people and organizations that are just learning about your activities? These are tools to be developed to enhance your communication strategy. For example, there are services and consortiums that are available to facilitate your effort, so that you do not have to necessarily build a list piece by piece, but can concentrate on the personal contacts and still get work out to a large canvas of media and information outlets.

► **Tell us your story!**

We look forward to hearing from you as well; tell us your story so that we may create a learning community from this resources and benefit from our mutual experiences. Our story told together creates a powerful message.

Email submissions to **LAN News** info@latinoarts.net

Latino Arts Network Resources

▶ **Basic Press Release Format ~ Writing Tips**

http://www.ehow.com/how_6508374_write-basic-press-release.html

▶ **Press Resources**

CCNMA ~ Latino Journalists of California

<http://www.ccnma.org>

**Radio Bilingüe ~ Cadena de Radio de la Comunidad
Latina News & Info**

www.radiobilingue.org/contact.htm

Diversity Media

www.diversitymediaiq.com

▶ **Email Marketing Resources**

Constant Contact www.constantcontact.com

Mail Chimp www.mailchimp.com

▶ **Box Office Tools**

Brown paper tickets

<http://www.brownpapertickets.com>

Brown paper tickets ~ Español

<http://es.brownpapertickets.com>

Eventbrite

<http://www.eventbrite.com>