

SBTS / PASSION – COMMUNICATIONS PLAN

1. Introduction

This document outlines the communications approach for the **Soul by the Sea/Passion** festival (the Festival) taking place at [LOCATION] in Brighton, East Sussex over Easter Weekend; starting on **Friday 6 April 2012** through **Sunday 8 April 2012**. Effective communication about the event and specific fundraising opportunities is essential to ensure the Festival's purposes are known and understood to:

Christian Community in (A) Brighton & Hove / (B) wider Sussex and London

- encourage participation in the Festival itself amongst volunteers and attendees (Education, Diversity, Inclusion)
- underpin fundraising efforts (Support)
- encourage unity of message and purpose (for the Festival) in Brighton & Hove and wider Sussex and London in order to bring a message of Christ's love to Brighton for the nation (Unity)

Wider Community in (A) Brighton & Hove / (B) wider Sussex and London

- encourage participation in the Festival itself amongst volunteers and attendees (Education, Diversity, Inclusion)
- underpin fundraising efforts (Support)
- *share* the Easter message with *our* community in ways *they* can understand/common ground (Love, Peace/Compassion, Joy)
- position the event as a permanent fixture in Brighton & Hove's arts and festival calendar (Sustainability)

2. Communications Objectives

- Proactively deliver the project's key messages regarding the Festival and related events (e.g. Church roadshow, specific fundraising events)
- Encourage co-ordination and consistency of messages to all audiences
- Obtain positive, high profile PR coverage in target media
- Promote understanding, empathy and positivity towards the Festival amongst target journalists and stakeholders
- Establish a media platform whereby the Festival is well perceived and poised for becoming a sustainable fixture

3. Key Audiences

- The Christian Community in (namely) Brighton & Hove; wider Sussex and London
- Friends and Supporters
- Brighton and Hove City Council (Arts / Environment / ?)
- Services (Police / ?)
- Other Local Stakeholders (LATs / Charities / Arts / Artists)
- *Target Media*: Local and National/Information/Arts/Entertainment/Travel: Train/Air/Bus/Tourism/London Free (Metro)/Churches/Christian & non-Christian – Print/Broadcast/Radio/Online/Social Media
- General Public (Brighton & Hove; wider Sussex and London)
- Other charities/special interest groups – (diversity/disabled/homeless/rehab?)
- General public (attendees)

4. Approach:

- **January** – agree messaging and get churches on board
- **Feb/March** – Media push / announcing programme / interview opportunities
- **April** – Event Media / Follow up

5. PR Materials

- Press pack due for launch: Press Release, FAQs, Pictures,
- TBA

6. Key messages/themes

A - Themes

The greatest love story ever told

- For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life. John 3:16
- I have loved you with an everlasting love; Therefore I have drawn you with lovingkindness. Jer 3:13

Compassion

- You are a God of forgiveness, Gracious and compassionate, Slow to anger and abounding in lovingkindness; And You did not forsake them. Neh 9:17

Joy is coming

- You will go out in joy and be led forth in peace; the mountains and hills will burst into song before you, and all the trees of the field will clap their hands. Isa 55:12
- Everlasting joy will crown their heads. Gladness and joy will overtake them, and sorrow and sighing will flee away. Isa 35:10
- May the God of hope fill you with all joy and peace in believing, so that by the power of the Holy Spirit you may abound in hope. Rom 15:13

B. The Programme - Brighton Churches Easter Festival Weekend ... Welcome to our home (the Festival)

- Friday – an amazing concert ... [ticketed]
- Saturday daytime – fun and festivities for the whole family ... [suggested donation]
- Saturday night – All night youth extravaganza ... *Good, clean, fun* [cover charge on door]
- Sunday AM – Dawn Chorus ... [free]
- Sunday Day - If you are going to see one Passion – see Brighton's Passion [offering taken & shared with local homeless charity]

7. Resources Needed/Press Office resource

- Write pitch material (LL / ANO)
- Admin: develop media contact spreadsheet w/addresses & contact details (LL / Irene)
- Admin: email/fax media releases; take media call messages (LL / Irene)
- Sell in: media/pitch stories; precis editorial opportunities (LL / ANO)
- Leafletting – volunteers via each participating Church

8. Media Hooks:

- What is unique about this Passion? About those participating/the actors/volunteers
- What is unique/special about Brighton's Passion?
- Facts & figures: how many/who/when/why/context in history (w/in all Passions)
- Details of the acts/performances/festivities ... who/what/when/how/why ...

9. Target Media

Dailies - National Broadsheets & Tabloids					
Date		Publication	Action / Journalist	Status / Details	Who

10. Activity plan

Date	Day	Activity	Audience	Content	Responsibility
XXXX					
		Planning/Materials Prep	Media		
		Planning/Materials Prep	Media		
		Media outreach	Media		
		Planning/Materials Prep	Media		
Public launch					
		Planning/ Prep			
XXXX					
		Planning/ Prep			
		Planning/Prep			
XXXX					
		TBA			
		TBA			

11. Team

12. Budget

- PR support (Feb/March - writing / selling in)
- Media Monitoring
- Need programme/artwork designed
- Advertising (Local / Sussex)
- Flyers
- Advertising (London)