

MARKETING AND DISTRIBUTION GUIDELINES

Now you've completed your project, you're bound to want as many people as possible to see it. Mediabox can help with this, in terms of getting your project "out there", whether showcased on TV, radio, web or whichever platform is relevant.

Once it has been cleared, your project will go into the Gallery on the [Mediabox](#) website. In order to do this we will need the following information about your project:

The Title

Think carefully about the title you use for your project. Remember a catchy title is more likely to grab someone's attention.

Date of Completion

The date you finished your project.

Description

The description should explain what your project is, e.g radio, podcast or article, as well as what it is about. It would also be useful to know what inspired the project.

Credits

The credits should list who helped make the project happen – for example you and your crew or team members and any contributors. Make sure you include their correct title – for example designer, director, producer, writer, contributor etc.

Read the **Delivery Guidelines** thoroughly to ensure you have credited your contributors, and Mediabox, correctly. (All logos are available in the **Project Guidelines** section of the website).

Writing a Press Release

If you have successfully completed a project, the media might be interested in knowing more about it. The best way to tell them is to write a clearly written press release, a document that clearly states the key points about your project.

Keep in mind that the media will be looking for a good news story. Local papers, TV, radio and websites will look for the local hook – so if you are from the area they write about, make sure you mention this as early as possible.

Remember that the media receive a lot of press releases every day, so it's important to make yours effective. Try to keep it to one or two pages, brief and to the point. If you are using the press release to promote an event or exhibition showing your work, make sure you add in all the details of when, where and what time it's happening as well as your contact details.

Call or email your target media in advance and check their deadline. It's important you submit your press release before the deadline as if you leave it too late your press release might be considered "old news".

Press Release Writing Tips

Here is a template you can follow when writing your press release.

Title: Try to catch the journalist's attention with a catchy title.

First paragraph: Sum up the “who, what, when, where and why” of the story.

For example, ‘Alan Smithee, 15, from Manchester, recently made a documentary, thanks to Mediabox, a fund that helps young people make media projects. Alan’s documentary, which is about bullying, details his own experience of standing up to bullies at his school. The five minute documentary, which Alan filmed, edited and presented himself, will be shown at a public screening at (date, time etc).’

Body: Describe the project in more detail – for example, what inspired the project, how long did it take to make, how many people were involved?

Quote: You might want to add in a quote, written by yourself or someone else involved.

Conclusion: Sum up what you have said in the main body of the press release and include the Mediabox website (www.media-box.co.uk) for more information.

Contacts: Add in your contact details – name, email address and daytime phone number. The journalist may call you to ask more questions or get another quote, so bear this in mind.

The Mediabox logo must be used on all marketing materials. (All logos are available in the **Project Guidelines** section of the website).

The following boiler plate should be used when describing Mediabox:

“Mediabox enables young people to create media projects and get their voices heard. It has given disadvantaged 13-19 year olds, and upto 25 if they have learning difficulties or disabilities, living in England the opportunity to create media projects about issues that matter to them, from film and journalism to digital media and campaigns. Mediabox is delivered by a consortium led by First Light and Media Trust in partnership with Skillset and the UK Film Council. Over 17,000 young people have benefited from the scheme since it was launched in 2006.”

Good luck! If you secure some press coverage, please let Mediabox know by emailing: mediabox@mediatrust.org

Distributing Your Project in the UK

In the context of a media environment, the term “distribution” essentially means the issuing of a media project onto the relevant platform, be it theatrical release, a television or radio broadcast, a website launch or a printed release.

The Mediabox team will be working on distributing certain projects, however, due to the large volume of projects we receive you may wish to work on the distribution of your project yourself. We would highly recommend you do so as, after all, it’s a great experience for your future projects.

There are different ways that you can take to distribute your project (and you may wish to try more than one depending on which medium you are working in):

- 1) Marketing your project (as outlined earlier) will generate interest from the media sector especially if you target the relevant trade press
- 2) Contacting and pitching your project directly to the relevant platforms
- 3) Assigning a "Distributor" to your project to do the work for you

Before you start you'll need to prepare and budget for the following materials: - Description/Synopsis of your project including key credits

- Copy of your project (electronic copies are often acceptable these days)
- Images representing your project
- Travel costs (should you be invited to pitch your project in person)

Once a request has been made by a platform to take on your project, they will need a master copy (and assurance that your project comes with all the necessary clearances). Luckily, you will have everything to hand having delivered them to us so just make sure you keep a copy of everything yourself and only ever send copy contracts out, keeping the originals yourself.

Finally, please keep us informed of any progress you make so that we can maximise the impact of your success. Email us with all details on mediabox@mediatrust.org

Web Distribution

This is the platform that is open to all projects and where you will find the most potential for distribution. Whatever your project - be it film, TV, web, print, or audio, documentary, drama, or animation, there are countless opportunities for you to get it into the public domain via the web. You may find that having your project available on the net will generate interest from other mediums.

Theatrical Film Distribution

This is one medium where, having exploited opportunities on the internet, we would highly recommend you aim to assign a distributor. They will have direct links with the various cinema groups and have the know-all and resources to be able to duplicate and distribute copies of your films. They will often also have international partners.

Once you have done the background work, it's time to decide who you want to approach. Be selective. Approach only the distributors who have a track record of distributing films in a similar genre to yours. And don't be disheartened. This is a highly competitive arena and if you have no luck getting theatrical distribution for your film, you can always try to get it broadcast on the Web (see above) or on TV (see below).

Television and Radio Distribution

Again this is a very competitive arena. Very few channels/stations will buy independent programming, preferring to focus on work that they have commissioned or which is 'packaged' as part of a programme to fit a broadcasting slot. Furthermore, a lot of their programming is bought in from overseas together with a proven track record.

When you do approach a television station, firstly make sure that what you have on offer is something they would normally consider. Nothing will put a potential client off more than you not having done your homework and if, for example, you pitch a children's animation to a channel that has no children's slots, they're unlikely to give you a second chance. Most channels have an online commissioning guide detailing what kind of programming they are looking for, and how to approach them.

As with Film Distribution, you can also appoint an agent. Most television distributors are looking for projects with a proven track record in at least one territory (media speak for country or group of countries), so you may wish to approach the UK market yourself and once you have placed your project, offer it to an international distributor to distribute it around the rest of the world.

Print Distribution

Tailor your distribution strategy to your project. So if for example you have a lifestyle article you'd like to place, make sure you approach the lifestyle magazines and newspapers with lifestyle sections and ensure you approach the relevant editor by consulting the website or calling the headquarters. Don't forget the free and community publications. They might not be able to pay you for your work, but they'll offer great exposure for you and a lovely cutting for your scrapbook.

The Regional Screen Agency (RSA) in your region will also be able to advise you on a number of matters including project development, networking and sourcing advice. You can find their details in the Contact section of the website.