



HOW TO PROMOTE YOUR LUNAFEST EVENT

GET LISTED

Get the word out for free by posting your event on local calendars and listings such as Yelp Events, Eventful, Patch Events, etc. You can also find more event calendars just by Googling your city and “event listings.” Make sure you post your event details as soon as possible: 4 – 6 weeks out is ideal.

SEND A MEDIA ALERT

You can use a media alert (also known as a “media advisory” or “news advisory”) to invite local media outlets (print, broadcast and online) to cover your LUNAFEST. If you’ve never written a media alert before, no worries... this how-to provides a template you can use as well as some simple guidelines (See page 3).

STEP ONE: BUILD A MEDIA LIST

- Check out your local paper, online outlets and watch/listen to local broadcasts to pinpoint reporters who cover entertainment, film, fundraising events, and calendar listings. If you can’t find a person’s contact details, call and ask. Google works too!
- Tap your beneficiary and sponsors for their media contact lists.
- Tap into your personal and professional networks. Even if a contact you know at a media outlet does not cover events, they can likely point you in the right direction.

STEP TWO: DELIVER THE 4-1-1

- A media alert needs to include the “who-what-when-where” details on your event, as well as background on your organization, a link to your LUNAFEST event web page, and the name and contact details of the person to connect with for further information. No longer than one page is ideal.
- The good news? You don’t have to write it! LUNA provides a Media Alert Template (part of this packet) that you can customize with your event details to send to local media outlets.
- Send a media alert one month out and one week out from your event.

Step Three: Follow-up

- If you choose to make follow up calls to your media list, be sure to have your “pitch” ready. Be brief, polite, and have your event details in front of you. Make the reporter aware of interview opportunities and photo availability.
- Send any interested media to our LUNAFEST Media Room. This page includes information about the history of LUNAFEST, as well as film details and film stills for publication.
- If your LUNAFEST is covered by the media, be sure to get a couple copies to send to your beneficiary and sponsors. Send one our way too! Finally, keep one copy for your files - it’s a great way to attract sponsors next season.



MEDIA ALERT TEMPLATE

For immediate release [DATE]

LUNAFEST: A virtual force for change in the film industry

The gender disparity in film is real. Women are still painfully underrepresented in this medium where the overall percentage of female directors from the past 13 years remains at 4.8%. However, change is happening. New research from the USC Annenberg Inclusion Initiative reveals that 10.6% of the directors of 2019's top movies were women — the highest percentage in more than a decade.

LUNA® Bar has been fighting for change for twenty years. The brand has always committed to inspiring women, championing change, and demanding that equality be a right, not an option. These values fueled LUNA to create LUNAFEST, the first all-women traveling film festival, now in its 19th season and screening virtually for the first time in its history.

"Now more than ever, we're seeing the importance of shining the light on women in film as well as continuing to support community organizations and connecting in new ways," says Suzy Starke German, Program Director. In response to the impact of COVID-19 on live events, LUNAFEST has pivoted to a virtual format where guests can stream the film program all from the comfort and safety of their homes.

This year, seven short films range from animation to fictional drama, and cover topics such as gender identity, body image, relationships, cultural diversity and breaking barriers. These important films bring fresh perspectives and ideas that are changing the future of the film industry.

All proceeds from LUNAFEST will benefit [NON-PROFIT NAME/LINK] as well as Chicken & Egg Pictures, a nonprofit organization that supports women nonfiction filmmakers whose artful and innovative storytelling catalyzes social change. To date, LUNAFEST has raised more than \$5 Million for nonprofit organizations, featured 162 women filmmakers, and hosted over 2,000 screenings across North America.

WHEN: [EVENT DATE]

SHOW TIME: [EVENT TIME]

WHERE: VIRTUAL EVENT

TICKETS: [TICKET PRICES]

PURCHASE TICKETS: [WEBSITE LINK]

HOST CONTACT: [HOST NAME] | [EMAIL] | [PHONE]

PRESS CONTACT: Nikki Balcerak | nbalcerak@clifbar.com | 206-234-8301