

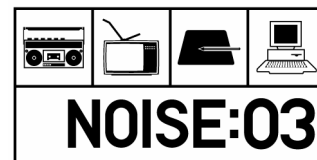


NOISE: SHAMELESS SELF PROMOTION KIT



Shameless Self Promotion

[young artists : get noticed]



Hello noise artist,

First up, a huge thanks for submitting your creative work to noise. We trust that you get a sense of recognition and also opportunities from your involvement in the festival.

We have created the **Shameless Self Promotion Kit** with a very specific purpose: to inspire you to get out there and promote yourself. Being a part of the noise national media-based arts festival offers you a great opportunity to promote yourself and your work. Local media love doing personal profiles, 'local kid comes good' style stories, so we need to let them know that you live just around the corner! Yes, this is an unashamed call to action to encourage you to pick up the phone and call your local paper, TV or radio station during noise.

We've created the **noise : Artist Notepad** that contains the details on a cross-section of artists featured in noise. We've sent the Artist Notepad to media across the country, so if you're featured you might be contacted by a reporter keen to do a story about you. But why wait for them to call opportunity is knocking and we want to help you open that door!

The Shameless Self Promotion Kit is full of handy bits to help you promote yourself to the media and feel more prepared if you do an interview. Inside you'll find the info including:

1. **noise in a Nutshell - all you need to know about noise for an interview.**
2. **Letter of Introduction - you can give to the media.**
3. **The Media and Me - tips on approaching the media.**
4. **Hot Link – THE PROGRAM**
5. **Media Release - you can give to reporters.**

Even if you're feeling nervous about calling the local media we encourage you to give it go. It's amazing what we can do when we're bold enough to try. If you do line up an interview or any interesting opportunity present due to your involvement with noise, we'd love to hear about it and get a copy of the media coverage. Please email us at info@noise.net.au or write to us @ GPO Box 2227 Sydney 2001.

Get noisy!

The noise crew

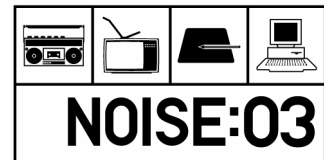
FOR MORE: www.noise.net.au/media



noise IS A FEDERAL GOVERNMENT INITIATIVE MANAGED BY THE AUSTRALIA COUNCIL

YOUNG ARTISTS : NEW WORKS : MEDIA EXPOSURE

noise
47 -51 Hickson Rd
Sydney, NSW, 2001
info@noise.net.au



[RE: LETTER OF INTRODUCTION]

Dear Media Reporter,

I assume that a participant of **noise**, the national youth media arts festival, has contacted you. This is a quick note to give you some initial information about the festival.

Firstly, **noise** is a media-based festival happening throughout October 2003, profiling young artists and their new work on radio, television, in print and online.

noise is unique, hanging creative works across the media instead of in traditional art spaces. The festival will showcase writing, animation, e-works, moving pictures, images, DJ sets, zines, comics, spoken word and new and remixed music – all created by young Australians and projected to a national audience of over 15 million.

In March this year, young people from across the country [aged 25 and under] were invited to submit their creative work to **noise** for the opportunity to receive mass media exposure. Thousands of submissions were received: the resulting creative critical mass is what Australia will see this October.

We have encouraged **noise** participants to approach their local media about doing a story on them. We hope that you are interested in reporting on the festival and on the particular artist that has contacted you. I am also happy to make myself available for an interview.

Do not hesitate to contact our publicist Richard Noble on ph: 02 8399 0917 e: richard@jcm.net.au or Fiona Cleverly [**noise** marketing co-ordinator] on ph: 0412 094 506 or e: fiona@noise.net.au for further information, or to line up an interview.

Cheers,

Brandon Saul
noise Executive Producer

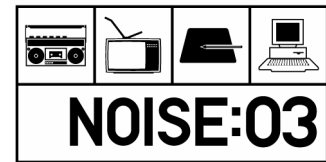
FOR MORE: www.noise.net.au/media



noise IS A FEDERAL GOVERNMENT INITIATIVE MANAGED BY THE AUSTRALIA COUNCIL

YOUNG ARTISTS : NEW WORKS : MEDIA EXPOSURE

noise in a Nutshell



Here is some handy information about **noise**, which will be useful if you do an interview. This will help you to feel more comfortable talking about the festival, plus there are also some helpful hints on how to talk about your own work.

What is noise?

- ▶ **noise, the national youth media arts festival, is live across the media this October.**
- ▶ The **noise** festival will profile young artists and exhibit their new works on radio and television, in print and online right across the month, creating a vibrant link between artists, audiences and new art forms.
- ▶ **noise** is a Federal Government initiative managed by the Australia Council.

What will people see as part of noise?

- ▶ **noise** is unique, hanging creative works across the media instead of in traditional art spaces. The festival will showcase writing, animation, e-works, moving pictures, images, DJ sets, zines, comics, spoken word and new and remixed music – all created by young Australians and projected to a national audience of over 15 million.

Where will people see noise?

- ▶ **noise** will reach this sizable audience thanks to collaborations with over 80 media and arts organisations. **noise** partners include **Triple J, Channel 10, the ABC** (Radio, TV and Online), the **National Gallery of Australia, Channel [V], The Australian, The National Gallery of Australia**, and a host of magazines including **IdN** [International Design Network], **HQ, Inside Film, Kerrang, Chik, Design Graphics, Black + White** and more.
- ▶ **noise** has also created a magazine and a book **noise: words and pictures**.

Whose work is featured in noise?

- ▶ In March this year, young people from across the country [aged 25 and under] were invited to submit their creative work to **noise** for the opportunity to receive mass media exposure. Thousands of submissions were received: the resulting creative critical mass is what Australia will see this October.

Can young people still get involved in the festival?

- ▶ Yes, there are several live projects running during October that people can participate in. The **noise/triple j** music remix project invites young people to remix tracks by local bands **Frenzal Rhomb** and **Infusion**.
- ▶ You can also remaster famous artworks by **Rubens, Nolan, Pollock, Matisse** and **Warhol**. The **noise** website, www.noise.net.au, is the spot to find the latest info on all things **noise** during October.

What work do you have in the festival?

- ▶ Mention which project you submitted work to (e.g. remix project, spoken word etc) and then describe the work that you sent in. It can be tricky talking clearly about your creative pieces and the themes or inspiration behind it, so think before the interview about the best way to describe it. Perhaps do a test run with a friend or family member.

Who funds the festival?

- ▶ The Federal Government has funded **noise**. This is the third time, the first was the **LOUD** festival in 1998, then **noise** in Oct 2001.

How can we see your work and get more information?

- ▶ Easy, go to the **noise** website, www.noise.net.au and head to the Program Guide. There are also free **noise** Program Guides that you can find at Avant Card stands nationally. Also, ensure you have the details handy of exactly when and where your work will be played or published in the media.

FOR MORE: www.noise.net.au/media

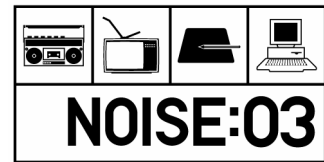


noise IS A FEDERAL GOVERNMENT INITIATIVE MANAGED BY THE AUSTRALIA COUNCIL

YOUNG ARTISTS : NEW WORKS : MEDIA EXPOSURE

The Media and Me

[tips on approaching the media]



1. Know the show

Firstly it really helps to have watched, heard or read the media that you intend contacting about doing a story on you. Better still, suss out which program or sections tend to do arts and culture stories. In short, do some research and find out the name of the reporter, producer or presenter that you need to contact.

2. What's your "angle"?

Reporters and presenters talk about the "angle" of a story. That refers to the slant or approach they are taking on a story so that it's interesting to their audience. Local media, for example, are generally after the "local" angle. Keep this in mind if you call your local paper or radio station. Your involvement in the national noise festival is a strong angle, getting your work profiled in a high profile media festival like noise could be of great interest to your local media.

3. Foot in the door

Once you've thought of what you'd like to say about yourself and your creations, call the journalist or producer at your local media. When you introduce yourself mention that you are from the area. Tell them you've successfully submitted work to the national noise festival and your work is being profiled.

You might need to briefly explain what noise is – 'a national arts festival using the media to showcase the creative works of young Australians' (refer to the 'noise in a Nutshell' section). Be prepared to forward on the noise Media Release and Letter of Introduction that we've sent you.

Tell them about the particular noise project(s) that you are involved in and where in the media your work will be exhibited. At this point they might ask to arrange an interview, or you can ask them if they would like to interview you. If everyone is keen, decide on a handy time and place.

4. Preparing for a Interview

The more information you have about the interview the easier it will be. Similarly, the more organised you are the less nervous you'll probably be. It's totally OK to ask the producer or journalist some questions about the story and the interview. Some things you might like to know include:

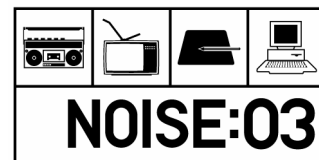
- ▶ What is their angle on the story?
- ▶ What sort of questions will you be asked?
- ▶ Will it be a live or pre-recorded interview?
- ▶ Do they want to see some of your creative work?
- ▶ When will the story run?
- ▶ Will they be talking to anyone else about **noise** for the story?

If they want to interview the noise Executive Producer they can contact the noise publicist Richard Noble on ph: 02 8399 0917 or e: richard@jcm.net.au or Fiona Cleverly (noise Marketing Co-ordinator) on ph: 0412 094 506 or e: fiona@noise.net.au

5. Preparation

- ▶ Consider what they are going to ask you and, if you like, jot down some ideas.
- ▶ If there are things that you feel uncomfortable talking about, clearly tell the presenter/journalist not to discuss them.
- ▶ Read **noise in a Nutshell** so you're clear on how your work fits into the festival as a whole.
- ▶ Check the **noise** festival program so you know where and when your work will be published or played also see www.noise.net.au
- ▶ If you've submitted several works or do a range of art, perhaps think about focusing on one piece that you particularly like.

FOR MORE: www.noise.net.au/media



6. Interview time

- ▶ Get there early so you have some time to chill out before the interview.
- ▶ Have some clear notes handy, if that helps.
- ▶ Share your passion for your art – this always sounds great, enthusiasm is infectious!
- ▶ When answering questions try to be clear and concise; as a guide 40-second [or less] answers are ideal.
- ▶ Avoid yes/no responses – be generous and try to give examples to illustrate your ideas.
- ▶ Mention people can find out more on the **noise** website - www.noise.net.au
- ▶ Have fun!

Hot Link : THE PROGRAM

Running in tandem to noise is the year round sister site, **THE PROGRAM** [www.theprogram.net.au], a web space connecting young people to all things artistic.

THE PROGRAM shines the spotlight on Australia's young artists and offers them a space to promote their creative events, share opinions on art and culture, and stay in the loop about opportunities of interest.

Updated weekly, the site serves up a mix of news, features, events, resources, links and creative opportunities and profiles hundreds of creative organisations from the grass roots to the high end.

THE PROGRAM unlocks the arts and aims to inspire both creators and consumers of culture.

More info: www.theprogram.net.au

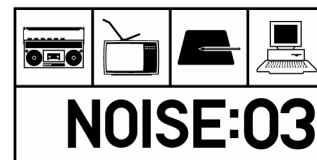
FOR MORE: www.noise.net.au/media



noise IS A FEDERAL GOVERNMENT INITIATIVE MANAGED BY THE AUSTRALIA COUNCIL

YOUNG ARTISTS : NEW WORKS : MEDIA EXPOSURE

Experience Australia's Largest Arts Festival, Without Leaving Home.



[MEDIA RELEASE]

noise, the national youth media arts festival is live across the media this October.

The noise festival will profile young artists and exhibit their new works on radio and television, in print and online right across the month, creating a vibrant link between artists, audiences and new artforms.

noise is unique, hanging creative works across the media instead of in traditional art spaces. The festival will showcase writing, animation, e-works, moving pictures, images, DJ sets, zines, comics, spoken word and new and remixed music – all created by young Australians and projected to a national audience of over 15 million.

noise will reach this sizable audience thanks to collaborations with over 80 media and arts organisations. These noise partners include **Triple J**, **Channel 10**, the **ABC** (Radio, TV and Online), the **National Gallery of Australia**, **Channel [V]**, **The Australian**, the **Australian Centre for Contemporary Art**, and a host of magazines including **IdN** [International Design Network], **HQ**, **Inside Film**, **Kerrang**, **Chik**, **Design Graphics** and more.

Millions of Australians will experience the art of noise effortlessly, as it will be in the newspapers and magazines that they read, on the radio stations they tune into, and on the TV channels they watch. Throughout October, noise will be unmissable.

And where does this art come from? In March this year, young people from across the country [aged 25 and under] were invited to submit their creative works to noise for the opportunity to receive mass media exposure. Thousands of submissions were received: the resulting creative critical mass is what Australia will see this October.

Remixing the old. Retrofying the new. Reconstituting the outdated. From pencils to pixels, scissors to samplers, noise reflects the modern creative canvas.

This October, please join us.

For more noise: www.noise.net.au

FOR MORE: www.noise.net.au/media



noise IS A FEDERAL GOVERNMENT INITIATIVE MANAGED BY THE AUSTRALIA COUNCIL

YOUNG ARTISTS : NEW WORKS : MEDIA EXPOSURE