

## **Pomona FAQs**

### **Why use Pomona for regional PR?**

We will increase ticket and album sales and raise your profile significantly. The results will be tangible and value-for-money. We have a lot of repeat business, showing our clients are pleased with the service we offer.

### **What kind of results can I expect?**

We have around 400 contacts in the regional press around the UK. We'll use our experience (almost 25 years of it) and expertise to liaise with these to generate as much coverage as possible. This will come in the form of album reviews, features, gig previews, live reviews, front covers, interviews and What's On listings.

The results achieved depend on a variety of factors (time of year, presence of support from national and radio PR, who else is battling for press, quality of press shot, etc.), but to give you an idea, we can send, on request, a selection of cuttings from a recent, relevant campaign (via WeTransfer).

Please note that we don't cover radio, national press or TV – we only do PR for regional newspapers, student papers and regional websites.

### **How much will it cost?**

Quotes are available on request. We can work to a wide range of budgets and tailor a campaign accordingly. We are VAT registered, so all our quoted fees are exclusive of VAT. Expenses (limited to postage and packaging for CD mail-out, usually around £1 per CD, unless previously agreed) will be added to the final bill. Often, just a handful of extra tickets sold will cover our fee for working a gig.

### **How/when do I pay?**

Around a week into the campaign, we'll invoice you. Upon receipt of the invoice, bank transfer is our preferred method of payment.

### **How important is regional press in the UK?**

Regional papers in the UK are incredibly well supported. Unlike in many other countries, there is a tradition whereby almost every village, town or city has its own local newspaper, read by a high percentage of the population. They are always on the look-out to feature bands and artists coming to their patch. They bring colour and energy to their pages.

### **What is the minimum number of gigs you will work in a tour?**

It's not really worth firing up the engines for fewer than three or four gigs. It would cost more in admin and set-up than we could recoup in the fee. Realistically, we're looking at a batch of at least four dates to ensure proper representation.

### **How does regional press compare with advertising?**

Advertising can be very expensive, even in the smaller publications. Our fee for working a whole tour often comes in at less than the cost of a single advert in some magazines/newspapers. Editorial space is also much more effective than advertising. People don't buy newspapers and magazines for the adverts but focus primarily on the editorial copy.

### **Do you work gigs in London?**

Technically we don't represent acts into the capital (it is covered primarily by national PRs) but we have some contacts in and about with various regional newspapers, student publications and websites that cover parts of London. We are strongest in the north of the capital, although results are normally slightly below those for other areas.

### **Does Pomona specialise in certain genres?**

No. We work with a wide range of acts that reflect the regional media's need to have variety across its pages. We work best, however, with touring acts. Most publications these days will only feature an artist with a connection to their area or who is visiting their area to perform. We can secure reviews for albums when there is not a tour but these are harder to come by.

### **Will I get the same service as your more well-known acts?**

Without doubt. We have a responsibility to every act on our roster and provide each with the time and attention required to generate press. We pride ourselves on picking up and helping new acts move on to a higher profile. The fact that we represent famous, established acts means we can use these occasionally as brokerage when we need coverage on the less well-known acts and it also confers a certain status on every artist we take on – the Pomona branding.

### **How will I see the results?**

We will send you regular emails with PDFs attached to show print coverage and we'll send hyperlinks to show any online coverage. We try our best to trace every piece of press, but it would be impossible to find everything. We do not routinely supply 'reports'. Regional press is not like national press or radio where we can report back on the response of a small number of targets. We have a mailing list of several hundred contacts across the four countries that make up the UK. We would need to triple our fees to report back on each of these.

### **How do interviews work?**

They're carried out by phone/email (very seldom in person). They are routinely in blocks of around 20 minutes each, usually in the afternoon.

### **What will you need from me?**

Along with your time taken to carry out any interviews, we'll need a press release, biography, strong press shots (minimum 1 Mb and one profile, the other landscape, ideally), CDs (three or so per gig or up to 100 if for general review). It's much better to send journalists CDs rather than links – CDs are still regarded as a 'swap' for the impending coverage. It also showcases an artist much better, the complete aesthetic.

### **Who will work my campaign?**

You will be allocated a specific press officer who will be responsible for working intensively on your campaign. The whole office will give full representation too when necessary.

**Is there a contract involved?**

No, we don't issue contracts. We'll get all the press that's out there to be got, basically. And we trust this is reciprocated by folks paying up!

**How do guest lists/ press passes work?**

Press passes/guest lists allow journalists (always plus one) into gigs free of charge. We will expect artists to always facilitate this and ensure journalists and their guests are given good, hassle-free and hustle-free access.

**What areas will you cover and where are the best regions to generate press?**

We have contacts across all four nations of the UK, and have achieved great success everywhere. If the press is out there to get, we will get it.

**How far in advance of a tour should I get in touch?**

As soon as possible. Ideally, two months to allow us to reach the long run-in magazines. If you get in touch with short notice before a tour (any less than around three weeks before), it can make securing press more of a challenge.

**Any more questions?**

Just drop me a line at [george@pomonauk.co.uk](mailto:george@pomonauk.co.uk) and I'll respond ASAP.