

**"Without publicity  
a terrible thing  
happens...**

**Nothing!"**

**P. T. Barnham said this last  
century and it is still true today.**

**Make sure people hear about  
your band, gig or CD release.  
Send your live music news to  
Brian Heywood at the Luton  
News and Dunstable Gazette.**

***news@lutonscene.com***



# PR Tips

## ***#1 - Send an Electronic Press Release***

Whenever you have anything that is 'news worthy', send an electronic Press Release to all your local press, including radio and TV stations. The release should start with a brief - but clear - description of the event or news item along with any local references and/or connections. Basically all the information you want to appear in the final published article.

You should also include any background information, a digital photograph of publishable quality, links to a website with more information including sound and video clips and contact details.

*Read Brian Heywood's Bands Round-up every week in the*

**LUTON NEWS and DUNSTABLE GAZETTE**

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