

Positive Publicity
153 Praed Street
London W2

Telephone 01-633-1671
Please reply to Rm 673
My reference RA/REU/BB
Your reference
Date 30th January 1986

Dear Eva, Yvonne, Vanessa

BLACK EXPERIENCE PUBLICITY AND MARKETING CAMPAIGN

Further to our meeting we would like to confirm the following details with you for the further stage:-

- a) General advertising in mainstream white media and black newspapers.
- b) Radio advertising around black programmes, arts programmes, on LBC, Capital Radio and television.
- c) To ensure as much editorial in the press, radio and TV (including Teletext and specialist press).
- d) To prepare a press pack which would be used in conjunction with the central programme catalogue produced by the Race Equality Unit. This will be ready for the launch on 7th February '86.
- e) Issue frequent press releases on the Black Experience Arts Programme.
- f) Present marketing strategy brief for the next 6 weeks - to look at how to counter alternative events and audience building.
- g) Devise brochure insertion in City Limits.
- h) Ensure the press attend the events and review them.
- i) Visit commissioned projects so as to better understand the aim of the Black Experience Arts Programme.

This re-iterates previous correspondence and discussions relating to the commission. In addition, we have identified various methods of achieving the brief.

We would like to discuss progress on each of the above points at 10.30 am Friday 31st January in the Race Equality Unit. The meeting is expected to last up to 3 hours.

Look forward to seeing you.

Parminster Vir

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RACE EQUALITY UNIT