

MA International Music Marketing ADAD7012

Element Two

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Introduction

This assignment will provide an insight into the rationale behind the rebrand for the MOBO trust, including a marketing strategy and campaign. It will also outline the key aspects and methodology used, these of course will be underpinned by both academic and market research. This proposal will be mainly aimed at working within the grassroots level of the charity in order to grow better awareness. Its forward-thinking, innovative and creative, it offers greater appeal to a younger audience along with accessibility. The improvements will

provide the charity with a much stronger position, in which it can compete and be heard in an overcrowded marketplace.

SWOT Analysis

- **Strengths**
Strong Multicultural Following
Champions Music of Black Origin
Champions Equality & Diversity
Established

- **Weaknesses**
Doesn't Have Own Website or Social Media Platforms
Poor Awareness with Younger People
No Video Content
Lack of Diversity in Fundraising Streams

- **Opportunities**
New Technologies
Shift in Fundraising Strategy
Easing of Lockdown Restrictions
More Opportunities Outside of London

- **Threats**
Other Educational Charities Competing for Funding
Slow to Adopt New Technologies
COVID
Fewer Donations / Higher Demand

This will help identify strengths and threats, as well as build on weaknesses and find new opportunities. (Hutchinson, Macy, Allan, 2006)

Website / Social Media

These are fundamental parts of establishing and nurturing relationships, they help build more long-standing relationships with partners and users alike, and help build a substantial following. These digital platforms can also help get stories heard and to keep any organisation relevant. This will help achieve the goals set out in the proposal including branding, promoting products, donations, creating a sense of community and generate repeat traffic. (Hutchinson, 2008)

The current website of the MOBO trust is on a page which is hosted by the MOBO Awards, its own website would be more in line with what all the other charities are currently doing digitally, this also includes social media platforms. It will a greater sense of identity and purpose of the trust, as well as generate more direct awareness of the great work the charity does. As well as increase engagement, it also gives users a better overall user experience with more choice that's less time consuming to access. These platforms also help amplify any messages relayed. Influencers and supporters can distribute content, have the

ability to interact as they wish too. Any essential part of any marketing plan is a promotional strategy. (Lathrop, 2003)

Having its own website will be essential, the benefits of the website is that it will promote the charity online, it will contain elements that help achieve the goals set out in the proposal including branding, promoting products, and donations. A website can also help build mail out lists and collect consumer details such as email address, which can be used for future promotional activities. At present the charity identity is lost and competing against the **MOBO** awards, and no user details are being collected or stored. (Baker, 2007)

In the surveys undertaken, they all suggests more work is needed in awareness building of the trust and its purpose. 40% of respondents in survey one had never hear of the trust (1) a further survey which compared the MOBO trust with the PRS and Help Musicians UK, the results where quite shocking 69% know of the PRS, 31% know of Help Musicians UK, and no one was aware of the MOBO trust 0%. (2) (survey 1,2)

A government report from January to February 2020 shows that, 96% of households in Great Britain had internet access, up from 93% in 2019 and 57% in 2006 when comparable records began. (ons.gov.uk) This clearly shows how important a strong digital presence and identity is, especially when you're trying to gain the attention of a younger audience that is more fragmented. This will help build a purpose and sense of community that users feel they are involved in, or in a shared experience that is being provided too them.

The website, and social media platforms will give users better accessibility and a greater variety of options as the target audience is fragmented across various sites and platforms that appeal to them. This gives users information they require, as and when they require it, generates greater awareness, and helps attract new followers. The website will also have an option to donate at the click of a button via PayPal, this can be shared across all social platforms too. 45% of people questioned would be willing to donate if easier to do so, again this survey highlight the need for charity to adapt in a fast-paced environment and be easily accessible in many different ways to ensure ease for the consumer and to provide good customer service and experience. (survey 1)

Suggested Platforms

1. **Website** all main activity + video content
2. **Instagram** (Instagram stories video content)
3. **Facebook** (Facebook stories video content)
4. **YouTube** (video content)
5. **Twitter**
6. **Linked In** (B2B)

When asked which areas can the MOBO trust improve on? 25% of respondents stated application process could be easier 37.5% responded better educational material and 37.5 % better networking opportunities this proposal ensures all the consumer needs have been identified and addressed. (survey 1)

Videos, and other promo content can then be uploaded across all digital platforms which will give a consistent message and become more engaging and pleasing to a younger audience, video is the best way to get more views, boost the work undertaken and drive better engagement. If brands can strike the right emotional chord with their audience in a video it's a great marketing tool to use "social video generates 1200% more shares and likes than text and image combined." (www.smallbiztrends.com)

These elements of the campaign will ensure we can collect market research data of users that is relevant to the charity, which can then be used to market and promote the charity more effectively as well as monitor performance via KPIs. It also means we can further segment our target audience and reach them in a more cost-effective way. Media outlets have become more fragmented the audience reach for any one channel is likely to diminish along with their attention. a good example of this would be in 1998, when Sky launched its digital services. This considerably augments the range of additional channels provided by tv services, offering more choice but less viewers on any one channel. (Briggs & Cobley, 2002)

Permission marketing rewards individuals for giving up their anonymity. This would always keep users up to date with the latest news and events and encourage engagement through future competitions, and offer a few added extras maybe even discount tokens. With the use of these platforms and a website we can start getting permission of users who wish to hear more about what the trust is doing and when. (Godin, 1999)

App

The app is another means of accessing information about the trust along with website, it can assist in building a sense of community for users where they can post, blog, talk with others, collaborate, get educational advice or even make a donation. This shows how much thought has gone into making users feel happy and satisfied with the services that are being provided. It will be easier to use offer a direct-to-consumer model approach, along with the website. It will help attract more younger users. Market research carried out shows 70% of respondents stated they would agree or strongly agree on the role out of an app showing a demand for the service. 25% of respondents stated an easier application process would be beneficial. (survey1)

Business models that solely work on the internet may not always translate correctly or easily to all mobile devices. This is one of the app benefits along with being D2C, it can also be a lot more precise at reaching the target market as it's a by choice model (i.e.) you have to download the app, the disadvantage of this is generating enough awareness to promote the app and this proposal addresses that. It will tie in with the role out of the website, social media platforms, events, and endorsements. It will be advertised on all platforms too which will generate awareness of its existence, we can measure the success of the app via the amount of downloads it receives as a measure of success, and cost effectiveness. (Brassington & Pettitt 2003)

In 2022 its estimated that in the UK 63.46 million people will own a smartphone, (statistica.com) showing the importance of being where services users are, this is an

essential part of any business in order to succeed and flourish. People get distracted whilst surfing the net, the app prevents this from happening. It also keeps a younger audience more engaged, and offers another means of interaction. Users are able to keep people, chat, blog, catch up, keep up to date, make applying and donating easier. It will set it apart from competitors will increase accessibility and open up new opportunities. The service will be more streamlined and modernised. 63% of all 16 -24-year-olds listen to music everyday via a smartphone device. It will enable the **MOBO** trust to well as adapt to changing habits and technologies that young people use, which are always evolving as well as increasing. (music listening report ,2019)

The desktop only populations have declined to just 10.6%, of course these numbers tell us that the vast majority of the digital population (78%) is multi-platform and users go both online and use mobile platforms. (www.comscore.com) and a further 73% of all published media is viewed via mobile phones (pamco.org.uk) Having its own website, social media platforms combined with the app will help make a more direct and strengthened marketing message and set a consistent tone of its own in order to compete effectively with other educational charities.

62% say they would feel frustrated if they were forced to donate another way, such as with cash or via the telephone. (eConsultancy.com) This proposal takes that into consideration it can also be used as a USP as many charities struggles to keep up with technological advances, showing that there is a great opportunity to be taken which will enable users to donate without the need to feel frustrated. (Interview 2)

In a survey carried out by future charity, a report revealed that 57% of charity employees believe that the lack of embracing new technology is one of the biggest hinderances to the sectors development. The report also shows that most charitable organisations need to refresh their restrictive structures, which are mainly costly and administration heavy. This means that they become more business focused and sometimes lack accountability. (thedrum.com)

MOBO Educational Festival Tour Summer 2022

The proposed tour is due to take place during the summer holidays of 2022 across England starting on the 30th July and covering 5 major cities all with diverse and disadvantaged communities, but also areas of strong musical and creative abilities. This ensures the campaign is directed to the right people in the right paces it. Research from the census 2011 has also been used to locate the best locations with people from diverse and disadvantaged communities live along with some other useful marketing information that's helped devise this plan. (UK census, 2011)

Taking place on Fridays and Saturdays during the summer holidays, these are the busiest days for city centres, increasing awareness and reach. Events around performances will also provide educational assistance, work experience, funding advice, and build awareness on the trust itself and champion its work, and build a sense of community for the **MOBO** trust. There will be some dj sets and other forms of enetrainemt provided too. This will help buid

a purpose and sense of community, it also ensure we attract the right people to attend events and keep them entertained. When asked which areas can the MOBO trust improve on? 37.5% responded better educational material and 37.5 % better networking opportunities this proposal ensures all the consumer needs have been identified and addressed. The app would address these issues along with the website and social media platforms, as they would all work collectively together. (survey 1)

There are 5 main ways that charities can stretch resources and gain revenues, these are:

- 1) Volunteers
- 2) Hosting Fundraising Events
- 3) Selling Products
- 4) Sponsorship Events
- 5) Advertisements (Investopedia.com)

After all the recent restrictions are now being lifted, it's a great time to take the opportunity to bring people together as well as grow to the next level. The tour is a great opportunity to advertise, build a community, show the charity is listening to its users and also generate donations into the trust and in turn increase the amount of grants given out each year. The main reason for having events is to provide education and training (43%) bring community together (30%) build relationships (29%) raise awareness (20%) and a further 19% to raise ticket sales/ donations, we aim to achieve 100% of these with this ambitious proposal. (eventbrite.co.uk)

It will remain in line with the organisations core values and ethos. All merchandise, posters, raffle tickets and flyers will all be sourced from recyclable material to showing we are a caring and kind organisation that is aware of climate change issues. The organisation as a whole will also benefit from these positive efforts, and ensure the ethos and the brand are represented in the correct way. By using a variety of marketing tools to ensure an effective and impactful campaign. It shows we are responsible and are setting a good example to younger generations. The tour bus design along with partners, merch, can be shared across all platforms, and all be used as sperate promotional tools that all combine to achieve one aim. They keep things fresh and exciting, builds trust, and shows people the hard work that's being taken behind the scenes. This will allow people to feel part of the experience and are more likely to engage and attend or even tell their friends.

The live shows will the relevant PPL licence (PPLUK.com) and meet all legal and health and safety requirements. It falls under the exemption category as it's a live event for charity and to no more than 500 people at any one time. The events must purely be for awareness and promotional purposes, therefore will not require and entertainment licence. (Manchester, C. Poppleston, S & Allen, P, 2005) Merchandise and raffle tickets to be sold online, however donations can be made and will be welcomed. We can use the opportunity to raise awareness of the charity, merch, apps, website and socials via the promotional flyer's/ posters that street teams will be using to promote in each city visited as well as which artists will be performing. (Manchester, C. Poppleston, S & Allen, P, 2005)

The advantages of this proposal are that it has focused itself on being creative and imaginative and implements a range of integrated marketing communications that appeal to the specified target audience. It has a better chance of success, driving engagement,

building awareness as well as supporters. This helps by maximising the impact of campaign as well as extend reach by using various methods to target the correct audience in the right ways. (Briggs, Cobley, 2002)

Partners

Funding of £30,000 will be secured from the Arts Council England's cultural recovery fund, that needs to be submitted by the latest February 14TH 2022. (arts council.org.uk) The funding will then be available to spend at the end of April 2022, the budget planning has taken this into account when allocating spending to ensure there is always enough money available to carry out tasks as and when required. This gives us a total budget of £55,000.

Stormzy the grime/hip hop artist has kindly donated £25,000 to the trust to help promote awareness of race and inequality issues, specifically young black musicians face today accessing the tools they need to. He has kindly agreed to do some promo shout outs, tv / radio interviews, on top of making a guest appearance to help generate awareness and give some celebrity endorsement. This is a very attractive tool to entice young people to come along and to engage with us, it also has a good standing with the artists core values and beliefs. These endorsements add credibility, create a buzz, helping with advertisement and media coverage, increase sales, increase awareness, engagement, followers, donations and generate word of mouth. (Ferrone, Pacifico, Davy ,2019)

Transport for London has kindly agreed to donate us an electric double decker tour bus which live performances will run from, as well as the design and appearance of the bus for the tour. It's also helping advertise across the London transport network, and keen to combat inequality. However, the network only operates inside London, this needs to be taken into account when promoting events outside of London. (TFL.gov.uk)

Who Donates?

Women are more likely to donate than men 31% vs 20%, children and young people 28% vs 24%. Younger people are also more likely to donate to educational charities which shows the target market is the best place to generate donations. People like to donate in various ways the top 4 are: Buying Goods 38% Raffle 37% Fundraising 22% Online 20%. (www.nptuk.org)

This presents the challenge of being able to keep up with changes in technology and making sure that this proposal positions its self in the right areas which will have the most cost effective impact. Having a variety of options that can help users donate to the charity can generate income, and is very beneficial to the trust survival and revenues. That is why this proposal will incorporate merchandise to generate profits, hold a raffle to generate profits, and the various means of donations from apps and performances. This should see the amount of revenues increase significantly over time, which will benefit the charity massively. Again, it offers better customer service whilst at the same time creating a more engaging and impactful branding messages consistent to core values across all **MOBO** organisations especially amongst its target audience. (interview 2)

Revenues from Campaign

Item	Cost	Quantity	Sub Total	Grand Total
Hoodies	£40 @ each	500 = £20,00	£20,000	
Tank Top	£25 @ each	500 = £12,500	£32,500	
Raffle	£25 per ticket	1000 tickets = £25,00	£57,500	
Donations (per city)		£2,000 x 5 cities = £10,000	£67,500	
	Net Profit		£67,500	
	Minus Costs (recouped)		£49,670.42	
	Profit (actual)		£17,829.58 (Approx.)	Actual £67,500 (as grants and donations made)

This shows the potential areas for maximising income and profit for the charity, as well as building a stronger fan base and awareness. All these efforts can then be redirected back into the R&D of the charity enabling it to help even more young musicians reach their dreams. These can also be used as key indicators of success with the efforts of the campaign, which can help assess the success and quality of the campaign.

Unique Selling Point's

1. Affiliated to the **MOBO** Awards
2. Showcasing the Newest Urban Talent
3. Storzmy Endorsement
4. Providing Educational Advice and Opportunities
5. Championing Equality and Diversity
6. Environmentally Friendly
7. Promoting Music of Black Origin

Unique selling points are the essence of what makes your product or service better than competitors, which articulates a specific benefit. It defines the company's unique position in the marketplace. (Optimizely.com) This shows the proposals have many attractive points which will aid the success of proposed campaign.

Promotion

National Newspapers

Guardian: Reaches 108,687 readers per issue and is aimed at people who have a good education and people who study and work this will help raise awareness of the charity and help generate more support. (abc.org.uk)

Metro: 597,979 readers per issue as of Jan 2021 (abc.org.uk) and is read by a wide range of readers it's a free paper which is available across all main travel networks in England.

Evening Standard: free newspaper available across London and has 489,405 viewers per issue (abc.org.uk)

Television

BBC Breakfast News interviews; An average reach of 5.5 million viewers (barb.co.uk) and a great way to highlight the charity and the great work it does 2 x 5 min interviews one day before and on day of first day of **MOBO** trust summer tour with Stormzy via videocall.

Radio

RAJAR announced 48.9 million adults or 89% of the adult (15+) UK population tuned in to their selected radio stations each week in the first quarter of 2020. The total average number of weekly hours listened to radio for this Quarter is 988 million. (rajar.co.uk)

BBC Radio One/News; Reach 891,500 listeners with a 16% reach share and caters to younger audience interested in new up and coming music linked to all other BBC work carried out to offer consistency and exclusivity. (rajar.co.uk)

1Xtra: Reach 986,000 listeners with a 2% share with reach audience, targeted at specified target audience specifically urban music (rajar.co.uk)

BBC introducing Reach of 255,600 listeners and a 5% reach (songs from live show) channel used to promote raw unsigned talent that will be performing on tour and live event highlights and interviews to highlight awareness of charity and its work. (rajar.co.uk)

LBC Radio; Reach 278,000 listeners and have a 5% share of with reach of audience (rajar.co.uk) targeted at an older audience purely aimed at raising awareness of competition tour and merch, increase donations also some parents may be listening who could inform their children. (rajar.co.uk)

Smooth FM: 10 % audience reach share with 5687,000 listeners and is aimed at target audience interested in urban music, soul and funk (will raise awareness among some parents also generate donations and tour, merch and website details. (rajar.co.uk)

Regional Radio Stations

These have much smaller audiences but they have a good impact when working in a specific region or area this will maximise the promotional plan and make the campaign, especially

with the live performance element of the tour gives more targeted message in certain areas, increase awareness, word of mouth and engagement.

BBC Merseyside: 268,000 listeners with 16% reach

BBC Bristol: 935,000 listeners with reach of 12%

BBC Three Counties: 132,000 listeners with a 9 % reach

BBC Manchester: 203,000 listeners with reach of 9%

BBC London 399,000 listeners with a reach of 3% (rajar.co.uk quarterly listening figures)

Regional Press

Regional press will again be used to highlight the live performances of the tour as well as build awareness of the charity within those areas, and to build awareness of the charity outside of London and build on the north south divide that unequally exists.

(Contacts in appendix)

Post Production

A 3-month post-production review will take place after my contract ends, it can help in terms of what went well and what can be improved in the future. It can be used to monitor engagement, quality and overall success. It will allow any key performance indicators to be analysed and evaluated. It can give us a better sense of the success of the campaign and ensure we are collecting relevant and vital information we can use to market in the future and provide services users with a better overall service. It will look at items such as: followers, likes, shares, hits to website, app downloads, purchases, donations and reviews.

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Questionnaire /Surveys

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www.linekdinsaskhiamenedez](https://www.surveymonkey.com/results/SM-VVQ8XXFK9/www.linekdinsaskhiamenedez)

Interviews

Carla Williams - (26/02/21)

Martell Webster- Baidoe – (09/03/21)

APPENDIX

Interview One

Telephone Interview with Carla Williams Trustee of MOBO Trust 26/02/2021

1. When Was the MOBO Trust Established?

Answer: 2016

2. How Many Successful Applicants Each Year?

Answer: 50

3. What Was the Allocated Funding Available in 2020?

Answer: £100,000

4. Do You Find You Get More Applicants from a Specific Gender?

Answer: Its generally quite even between sexes but males tend to have a higher success rate within the industry

5. Who Partners with The Trust?

Answer: Help Musicians UK, First Direct Bank, Public Donations

6. How Many People Have You Funded Since 2016?

Answer: 120

7. Who is Your Client Base?

Answer: Our clients have to be over the age of 18 to apply for funding from the **MOBO** trust and must be a resident of the UK. They should have exceptional musical abilities and be working with music of black origin. The trust aims to provide financial assistance to people from both diverse and disadvantaged backgrounds.

8. What Are the Core Values of The Trust?

Answer: To celebrate music of black origin and to motivate younger people and people from diverse and disadvantaged backgrounds to be able to create exceptional music and to elevate them to the next level in their musical career.

9. Do You Feel the Trust Could Benefit from Its Own Website and Social Media Channels?

The Trust currently has a sub section on the **MOBO** Trust website. The trust itself is not currently on any social media platforms.

Interview Two

Telephone Interview with Martell Webster Baidoe 20 years old music enthusiast (09/03/2021)

1. How old are you?

Answer: 20

2. How Many new tracks do you listen to each month on average?

Answer: 4

3. What Is your education level?

Answer: finished college with level 2 Btec electrician qualification

4. How do you find out about new music?

Answer: friends, family, but mainly by watching other music videos on YouTube

5. Who do you live with?

Answer: I live alone have recent found my own place so I am independent

6. How much have you spent on new music in the last month?

Answer: £4

7. What attracts you to buy new music?

Answer: Something I can relate too, must be relatable to my circumstances and life experiences, and also the design and look of that music is very important to me and what it represents.

8. What do you value most experience or product?

Answer: I prefer experience over a product because I can cherish those memories more so products devalue overtime experiences don't.

9. Have you heard of the MOBO trust?

Answer: No, I have heard of the MOBO awards but not about the trust or what they do.

10. Do you find charities to be out of date with today's trends?

Answer: Most definitely, they do not seem to connect with younger people or relate to us and how we do things today. They are not very well placed in terms of advancements with technology or things that interest me.

MOBO Trust Questionnaire



Question Title

1. Do You Find the Logo Above to be Visually Appealing?

Yes

No

Question Title

2. Do You Think It Could Be More Colourful and Eye Catching?

Yes

No

Question Title

3. Do You Think Using an App Would Make the Application Process Easier?

Very likely

Likely

Neither likely nor unlikely

Unlikely

Very unlikely

Question Title

4. What Is Your Gender?

Female

Male

Question Title

5. Which Best Describes Your Age Bracket?

Under 18

18-24

25-34

35-44

45-54

55-64

65+

Question Title

6. How Familiar Are You with The Brand?

Extremely familiar

Very familiar

Somewhat familiar

Not so familiar

Not at all familiar

Question Title

7. Do You Think the MOBO Trust Does a Good Job?

A great deal

A lot

A moderate amount

A little

None at all

Question Title

8. Would You Recommend to a Friend?

Very likely

Likely

Neither likely nor unlikely

Unlikely

Very unlikely

Question Title

9. What Services Do You Think MOBO'S Can Improve on?

Educational Material

Easier Application Process

More Networking Events

More Sociable Events

Other

Other (please specify)

Question Title

10. Would You Donate If You Had the Option

Yes

No

or Copy and paste questions

DONE

Powered by

See how easy it is to [create a survey](#).

<https://www.surveymonkey.com/results/SM-VVQ8XXFK9/>

username: JIPC91520

password: London2021

Survey Two



Saskhia Menendez

Student Rep International Music Marketing

1w • Edited •

Which Music Charity Are You More Aware Of ?
[#charitysupport](#)

Which Music Charity Are You More Aware Of?

You can see how people vote. [Learn more](#)

MOBO Trust 0%

Help Musicians U.K. 31%

PRS Foundation 69% ✓

13 votes • Poll closed • [Remove vote](#)

1

248 views

Like

Comment

Share

Send



248 views of your post

Survey Three

Which Social Media Platform Do You Use The Most?

Which Social Media Platform Do Yoy Use The Most?

You can see how people vote. [Learn more](#)

Facebook ✓

7%

Instagram

87%

Twitter

7%

15 votes • Poll closed • [Remove vote](#)

Merch



SF Stretch racerback tank



Product Code: SK150

From: **£6.02**
(incl. Tax £7.22)
[See Full Pricing Table](#)

[Chat](#)



Female Tank Tops £25 each excl p&p



Gildan Heavy Blend™
hooded sweatshirt

GILDAN®

Product Code: GD057

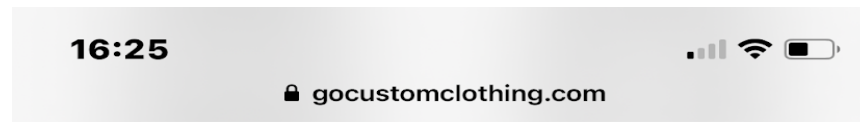
From: **£8.10**
(incl. Tax £9.72)
[See Full Pricing Table](#)

 Chat



Mens Hoodies £40 each excl p&p

Quotes



Quantity
[Edit This >](#)

Printed
[Edit This >](#)



No. Of Positions
[Edit This >](#)



Get A New Quote
[Start Again >](#)

Your Results

Quantity Price Bracket	500 - 999
Price Per Garment	500 x £2.62
Set Up Charges (ex. VAT)	£10.00
Personalization Price Per Item	2 x 500 x £1.25
Delivery (ex. VAT)	Free

Total (ex. VAT) **£2,571.85***

VAT **£514.37**

Gross Total **£3,086.22**

***Please note this is just a broad estimation of the likely price you will pay for this garment type and is based on various assumptions and simplifications.**

For an accurate price you will need to add the specific item/s you



16:24



gocustomclothing.com

500

Quantity

[Edit This >](#)



Printed

[Edit This >](#)

2

No. Of Positions

[Edit This >](#)



Get A New Quote

[Start Again >](#)

Your Results

Quantity Price Bracket	500 - 999
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Price Per Garment	500 x £6.81
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Set Up Charges (ex. VAT)	£10.00
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Personalization Price Per Item	2 x 500 x £1.25
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Delivery (ex. VAT)	Free
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Total (ex. VAT)	£4,667.25*
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VAT	£933.45
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Gross Total	£
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Chat

Quotes

SasKhia,

I am responding to your Bark enquiry for A7 flyers.

The price depends on the thickness of paper or card required.

Here are a few options -

A7 S/S Flyers
on 250gsm card
5,000 £ 70
10,000 £ 100

A7 S/S Flyers
on 150gsm paper
5,000 £ 50
10,000 £ 75

No VAT applies. Delivery is £10 + VAT.

Printing can be with you in 4 working days.

Hoping this will be of interest. We also print posters, folded leaflets and brochures.

Best wishes,

Nigel Harper
DUPLIQUICK

Contacts Sheet

National Newspapers

Katherine Viner (chief in editor) katherine.viner@guardian.co.uk

Richard Hatley Parkinson (acting editor) rhpk1@hotmail.com

Joel Taylor (deputy news editor) joel@ukmetro.co.uk

Emily Sheffield (editor in chief) emilysheffield@standard.co.uk

Mark Wilkinson (news editor) markwilliams@standard.co.uk

Television

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Naga Munchetty (presenter) nagamunchetty@bbc.com

Radio

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Aled Haydn Jones (head of radio one) bbc@aledhaydnjones

Faron McKenzie (head of 1Xtra) faron@citrine.agency

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Sally Ardis (managing editor) sallya@smoothfm.co.uk

Alex Walis (head of global newsroom) alexwalis@smoothfm.co.uk

Regional Newspapers

Manchester Evening News (coverage of event) davidsue@manchesteronline.co.uk

Manchester Metro (coverage of event) rachelbroady@metronews.co.uk

Liverpool Echo (coverage of event) gillianguilifoyle@icliverpool.net

Liverpool Daily Post (coverage of event) chrisbrown@dailypost.co.uk

Birmingham Post (coverage of event) john@newsquestmidlands.co.uk

Birmingham Gazette (coverage of event) sarahh@icbirmingham.ic24.com

Twitter Trending (announce events daily generate buzz) twitter profile

Bristol Post (coverage of event) ljohn@thisisbristol.co.uk

BBC introducing (songs from live show) thomasbillington@bbc.com

(unsigned guide, 2020)