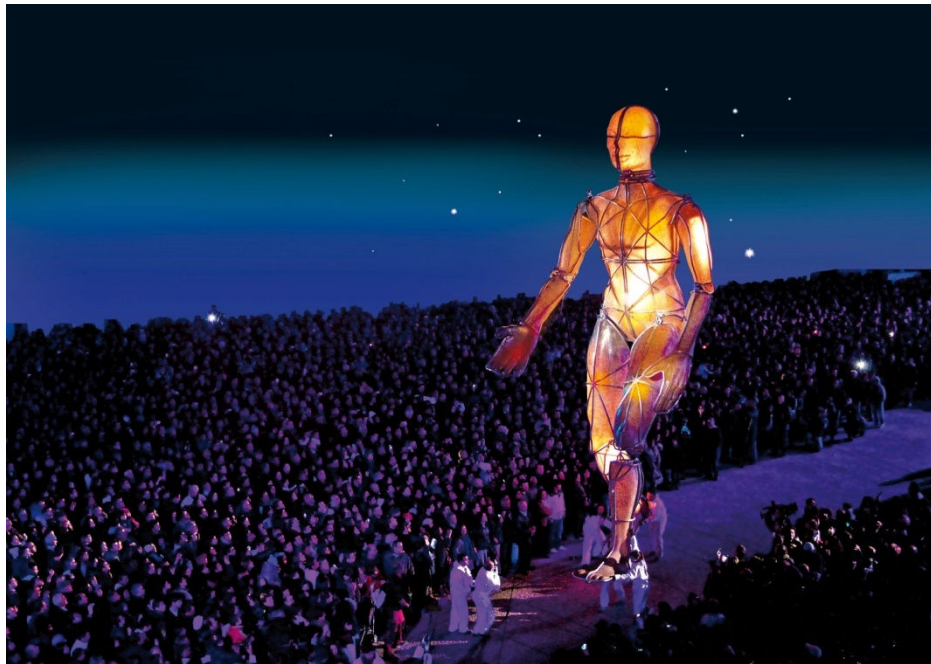


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Building Audiences



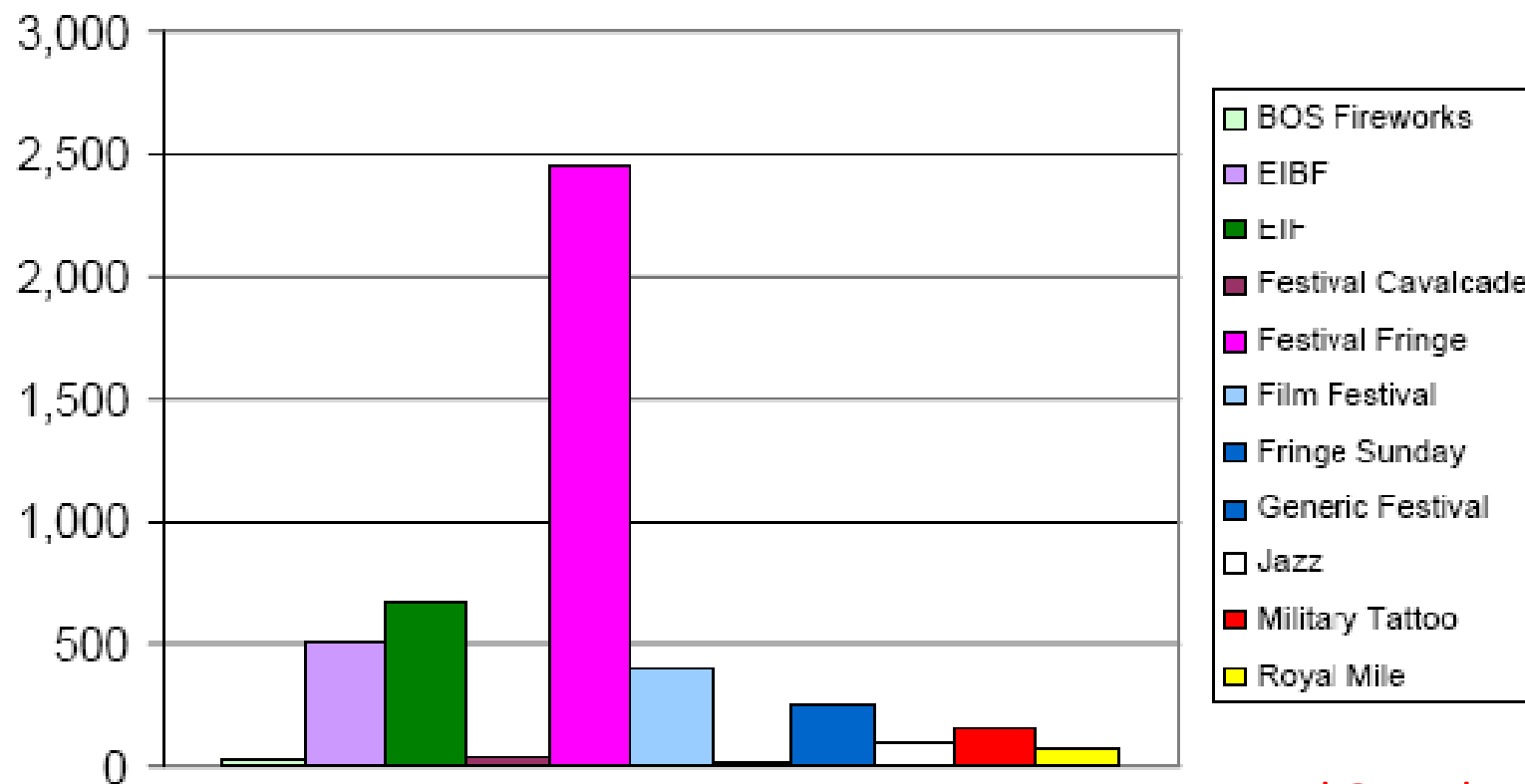
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Figure 10.1: Volume of coverage by festival



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- Previews
- Reviews
- Features
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Home Builder's Magazine



Jane's International Security Journal



First Car Magazine



Mental Health Newsletter



Conde Nast Traveller



Golf Magazine



Women's Magazine



Computer Magazine
National Trust Newsletter

Media

Come on in, the Fringe is lovely

Ahead of its launch on Thursday, Anna Millar lifts the lid on the Edinburgh Fringe programme and unveils this year's hottest shows

OF ALL the festivals that fill Edinburgh with fun in August, the Fringe is arguably still the most exciting, and adventurous. This year it looks set to satisfy audiences on all fronts.

The man behind controversial hit *Jerry Springer: The Opera* is returning, this time with a play about neo-Nazi extremists, *Talk Radio*, which Stewart Lee will direct at Underbelly, will do little to silence the right-wing and religious groups who have slammed his role as co-writer and director of the musical adaptation of the hit American talk show.

Lee's latest venture - about a rude talk show host targeted by extremist listeners - was first staged in 1985. Oliver Stone directed a film adaptation in 1988. Former Perrier winner Will Adamsdale makes his only Fringe appearance this year as part of a cast that includes Phil Nicol in the lead, Mike McShane and Steven K. Amos.

The hotly anticipated annual ensemble show at the Assembly Rooms will be *Midnight Cowboy*, with an all-star cast still to be announced. The classic film, which starred Dustin Hoffman and John Voight, is a suitably gritty choice to follow in the footsteps of *One Flew Over the Cuckoo's Nest*, led by Christian Slater, and *Twelve Angry Men*. Voight starred as Joe Buck, a cowboy who moves to New York from Texas to make his fortune as a hustler servicing rich Park Avenue women.

From New York street hustlers to New Town fairies - if you're wondering what he comes of a Perrier winner, and a female one at that, then you'll be in for a pleasant surprise this August. Last year's recipient, Laura Solon, returns in triumphant

form as part of a rather more inventive show than just one woman and a mic aiming to bank on her success. Solon will be taking a role in *A Midsummer Night's Tree*, a delightful sounding adaptation of Shakespeare's comedy in which the love-struck cast act out their plights from up a tree in one of Edinburgh's famous private gardens in the New Town.

Celebrity Big Brother victim, ahem, housemate and *Family Fortunes* favourite Les Dennis will make his Fringe debut, reportedly starring alongside ex-Holby City actor Jeremy Edwards and Perrier Award nominee Jim Field Smith in a new play by Royal Court writer Guy Jones. *Marlon Brando's Corsair* will run at The Pleasance, following a pre-Festival spell at the Yvonne Arnaud Theatre in Guildford from July 19. Directed by Ed Curtis, the play revolves around a group of actors starring in a TV hospital drama. Dennis's appearance marks the latest stage of an impressive comeback for the entertainer, following his successful recent stint on Ricky Gervais's award-winning *Extras*.

This year's programme also unearths Christopher Biggins from his light entertainment twilight and pops him bang in the centre of the Gilded Balloon's programme. Biggins, who hasn't appeared at the Fringe since the 1980s, will perform in *Twins & Kite*, a dramatic tale of a bitter pantomime dame who has been usurped by the nobodies of reality TV.

The slew of golden oldies continues with *Breakfast With Jonny Williams*, starring Norman Pace, formerly of

Hale and Pace, following its successful run at the West End, so expect good things.

Also making their Edinburgh debut this year will be Neil and Christine Hamilton - the ex-Tory MP and his wife, who appeared on *I'm A Celebrity Get Me Out Of Here*. They will be hosting *Lunch With the Hamiltons* - a live chat show featuring celebrity guests from the Festival and elsewhere in the media industry.

The world of dance looks just as dexterous with the Underbelly's *Foxes*. Set in a restaurant, it promises to do for juggling what *Stomp* did for dustbin lids. The Korean collective responsible for the awesome *Jump* also make a quick-anticipated return.

The comedy scene has more than its fair share of the great and good too, including a rumoured visit by a voice from *The Simpsons*. US comic Harry Shearer, better known as pipe-smoking bassist

Derek Smalls in *This Is Spinal Tap* - not to mention numerous inhabitants of Springfield, including Mr Burns, Weiland Smithers and Kent Brockman. The last time Shearer was involved in the Festival was when the *Simpsons* cast performed a live reading of selected scripts, and took part in an audience Q&A session back in 2000. In a departure from form, Shearer will be performing his own show, with his Welsh wife, Judith Owen, called *This Is So Not About The Simpsons - American Vagabonds*.

Festival favourite Demetri Martin returns fresh from a sell-out run in Melbourne, which also saw him take the prestigious Barry Award for his fourth show, *Dr Barnet Parrot Previews*. The male contingent welcomes back Topping and Butch and Reginald D Hunter. The female chromosome also looks strong: *Late Edition*, writer Carrie Quinlan will bring

Red faces all round? Christine and Neil Hamilton are sure to make waves, while the Assembly Rooms will play host to a stage version of the Dustin Hoffman and Jon Voight film *Midnight Cowboy*, right. Comic Laura Solon, left, will be branching out. Photograph: Paul Webb



her one-woman show as will Sue Perkins and Perrier nominee Sarah Kendall. Collective laughs come on the form of *The Early Edition* - a live early edition of television's *The Late Edition* with Steve Furst, Marcus Brigstocke and Andre Vincent.

Finally, T on the Fringe ensures the music is pumped up all Festival long, with bold ramblunctious offerings in the shape of slick rockers Muse and Scotland's own golden boys, Snow Patrol.

Look out too for new venue, Underbelly, complete with The Pas-

ture space boasting a bar, tables, chairs and fake grass. Sister space Underbelly also welcomes the Cow Barn, a revamped version of the Reid Hall.

The Edinburgh Fringe launches on Thursday see www.edfringe.co.uk for details

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The Edinburgh Festival
fringe

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EVENING NEWS www.edinburghnews.com

Mum of Moors Murders victim slams Brady involvement

Anger over Fringe play with letters from killer

by MICHAEL BLACKLEY

A PLAY created with the help of letters written by Ian Brady is set to be staged at this year's Fringe despite protests from the family of one of his victims.

Wasted has been given a three-week run at the Pleasance Theatre and is partly based on correspondence between Brady and playwright Henry Filoux-Bennett.

The play was set to be staged in Nottingham but was pulled after theatre bosses were upset by the script, which tries to portray Myra Hindley in a sympathetic light.

The playwright said he used the content of the letters to help mould his portrayal of Brady and his partner Hindley.

Today, the mother of Keith Bennett, who was murdered by Brady and Hindley aged just 13, said the play was inappropriate.

Simon Johnson said: "The Festival is supposed to have a good atmosphere. I don't think this kind of play is appropriate as something that people go to for enjoyment. I haven't been told about it but it would have been nice to be invited to see it before it goes on stage."

Law graduate Filoux-Bennett, 23, got in touch with male murderer Brady after drafting the play because he wanted to create a historically accurate script.

He received a series of letters from Brady who is held at HMP Wakefield's high security Ashworth Hospital.

Set in Hindley's prison cell just days before she died, it involves a number of monologues from her, as well as flashbacks to the period between the night of the final murder

and the couple's arrival in court the following year. Mr Filoux-Bennett also drew on psychiatrists' reports and court transcripts to try to get inside the heads of Brady and Hindley, who murdered five children in the 1960s.

He today defended his decision to write the play saying: "There is always a section of society which is offended by something and we respect their views. But it is not a reason to attempt to ban it. You can choose not to go and see something rather than try to ban it."

"I think it is narrow-minded. I have real issues with people who either with or without reading the script decide that just because of the subject matter and their own personal opinions you shouldn't be able to express your point of view or an artistic piece."

"The way it was written originally was to present Hindley not as a picture but as a human being who was actually sorry for what she had done."

The playwright described serial killer Brady as "helpful and courteous". He added: "He has been exceptionally helpful in allowing us a first-hand account of what happened. Obviously the man is clinically ill and insane so you do have to take what he writes with a pinch of salt sometimes."

"He's not tried to appear to do anything except help us on how we've portrayed him and Hindley. When you're trying to do a play it is very helpful to get that kind of first-hand information. The cast often have questions they want to ask about habits and quirks and he can help with that."

The play's cast are bracing themselves for a storm of protests when the show comes to Edinburgh.



POSTER: Lucy Woolfcraft as Myra Hindley in Wasted by Henry Filoux-Bennett, below

Fringe bosses today said they did not regulate any of the plays staged as it is an open arts festival.

But Antony Alderson, director of the Pleasance, said: "Part of the role of the Edinburgh festival is to provide a social forum and to bring up different issues. It is up to people to make up their minds about this play. I think it is a good play and a very relevant play."

"It is an issue that is difficult to talk about but that does not mean we shouldn't talk about it. The writer is not glorifying Hindley or Brady, or anything that they have done. I think it is a very good play."

Alastair Paisley, the Tory culture spokesman on the city council, said he was appalled that the play is to be performed at the Fringe. He said: "There is no justification for any performance to even start to justify what they did."

The play's cast are bracing themselves for a storm of protests when the show comes to Edinburgh.

edinburghnews.com

AN EXTRACT FROM CONTROVERSIAL PLAY WASTED

Extract from scene 6: Myra, 59, in her cell:

"When you saw me, it wasn't what you expected was it? No, but then again you didn't know what to expect - the same bleached hair from when I was 24."

"To you, I'm a name and a crime. More to the point I'm the crime that put me here. When you look at me you just think of that, and I accept that. You don't know me. Now I don't give a f*** if you don't want to know me, but I'm sitting here, and so are you, and I have silence, so I'm going to talk, see you let haven't said a word since you saw me."

"Next thing - you don't get to judge me. I'm not there to be judged. Someone's already done that in this life, and

someone's waiting to do it in the next life - so get in line. More to the point you don't have the right to judge me: I've felt more, done more, and lost more than most of you will ever feel, do or lose, so don't think that just because you're not in a cell and I am that I'm here to ask for acceptance. Because I'm not."

"I'm an angry person. This place has made me angry. I was born with freedom, and that's been taken away from me. What I have now is a Mam I can hardly see and a cell bed and packet of fags that I can see all too well. That's it. Yes, I'm angry. You have to wait for a bus that's two minutes late and you get p**** off. I think we've got different perspectives."

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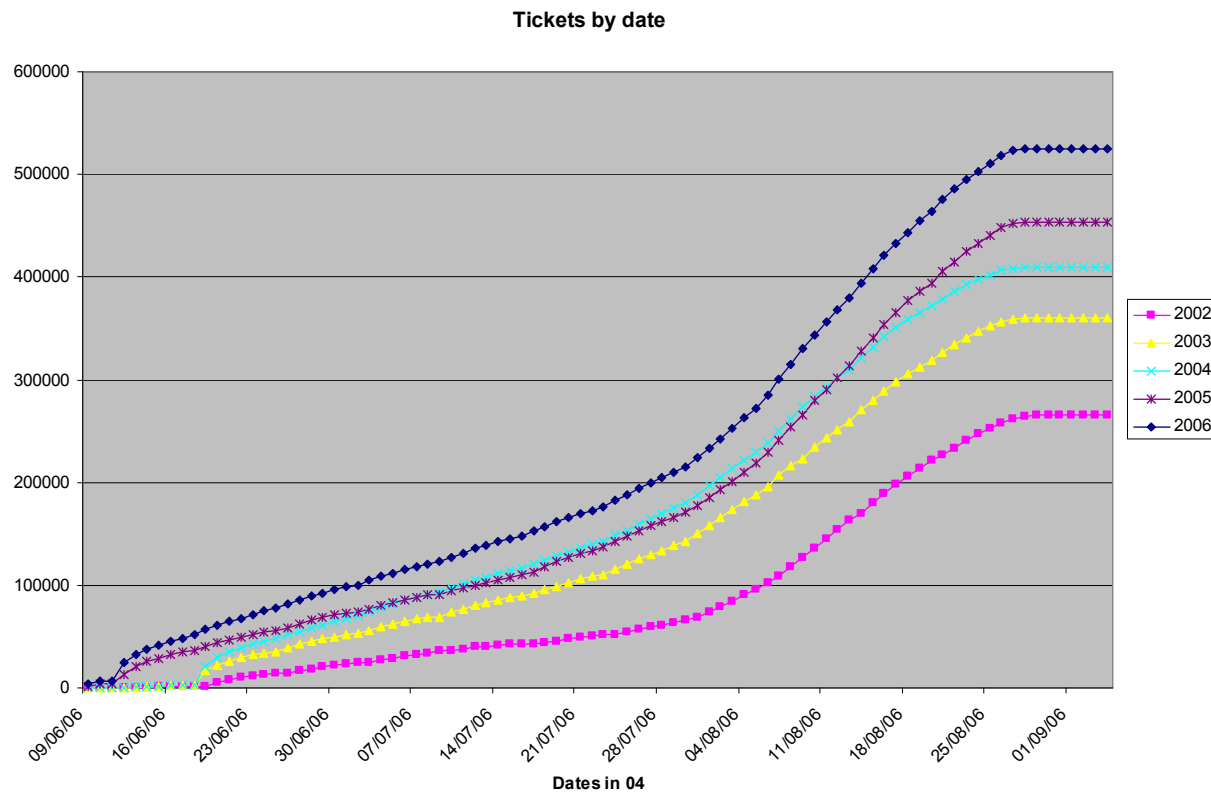
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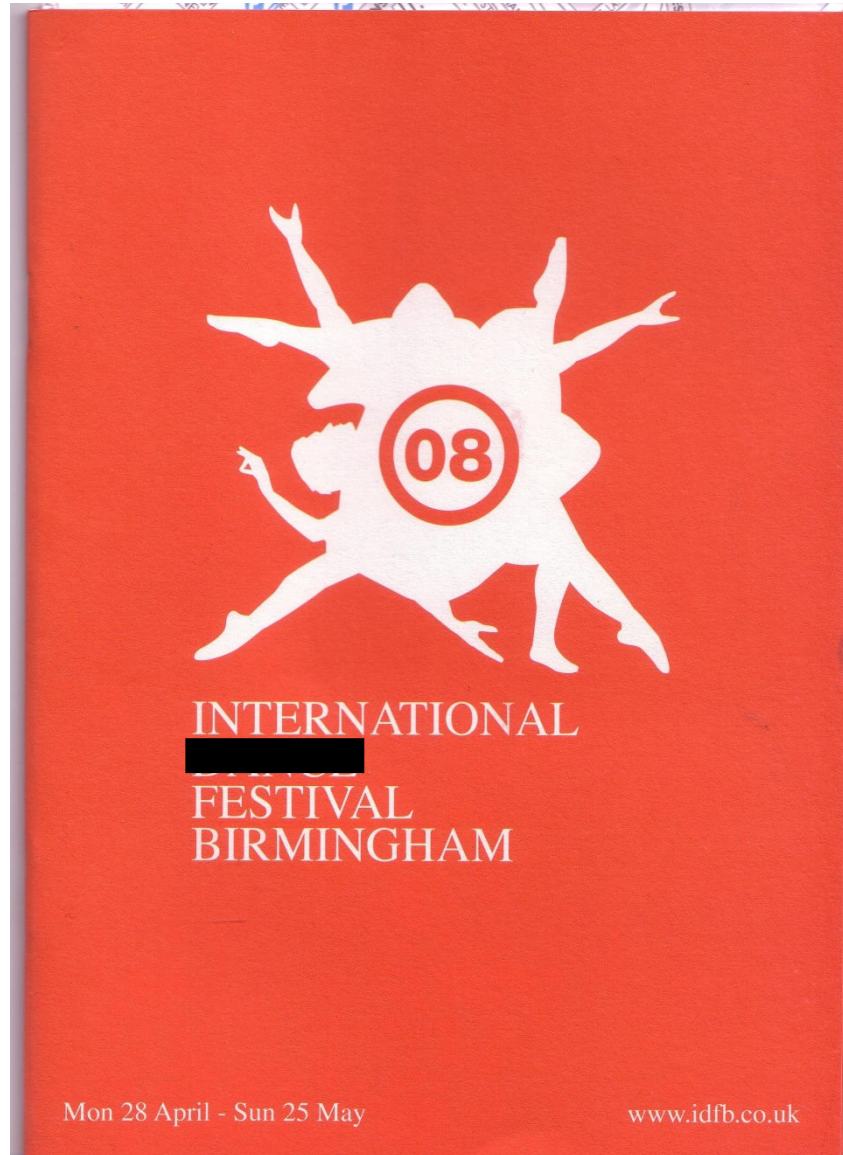
"We're delighted and honoured to be associated with Hay Festival, which has only gone from strength to international strength since [former US president] Bill Clinton dubbed it 'the Woodstock of the mind'. Its aims are impeccably aligned with the aims of the Telegraph, where we are constantly looking for new ways to introduce writers and readers, and to provide a forum for the most vibrant ideas of our time." Gaby Wood, Head of Books for Telegraph Media Group

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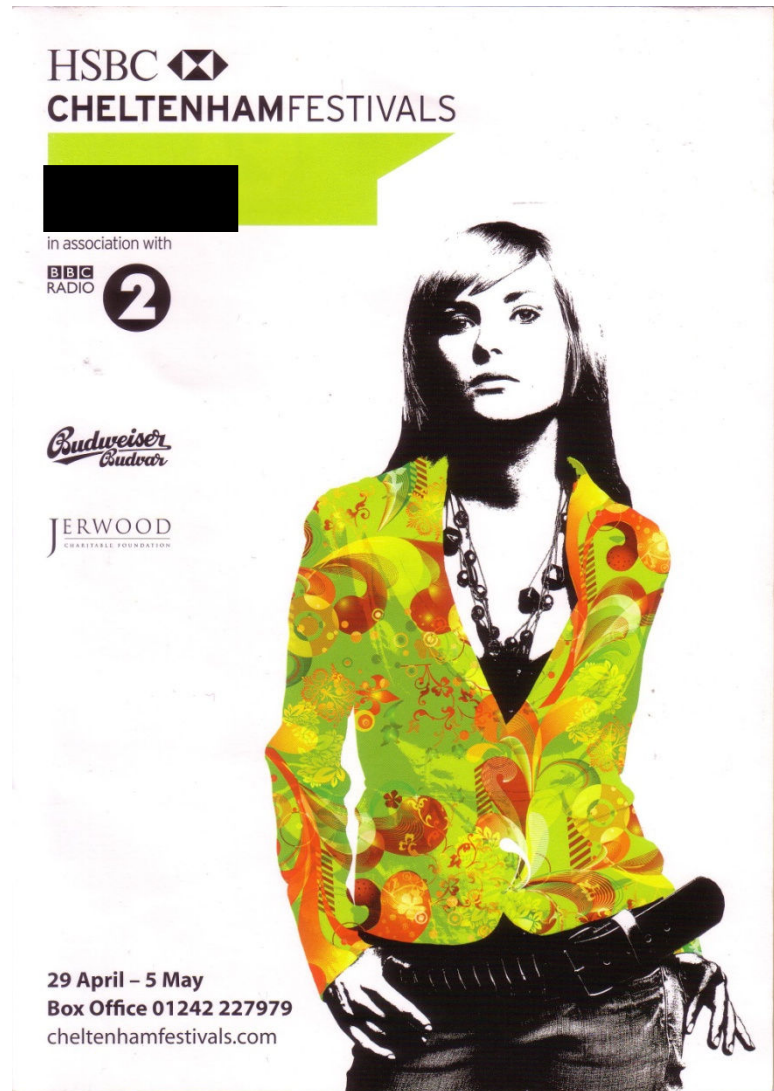
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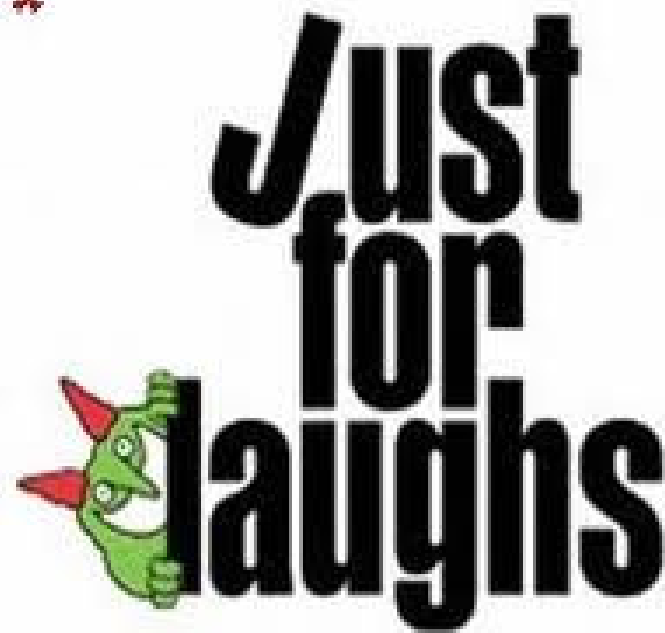
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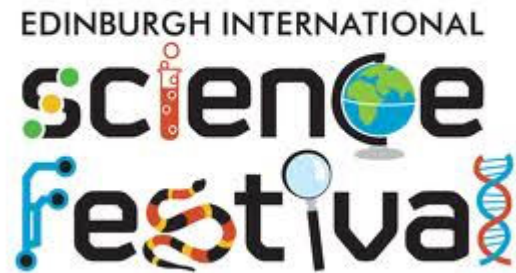
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Brand Objectives Cavan 2010

- Develop a brand that presents a sense of the world of traditional Irish Music, with authenticity and creativity.
- Create a visual language that reflects a 'living tradition' and that has the flexibility to work on a range of media and applications





Brand Strategy *Implementation*

Literature	Leaflets	Event Guides	Committees			
Advertising	Newspaper	Magazines	Outdoor	Programmes	Internet	Radio
Signage	Roads	Town Center	Directional	Venue	Murals	Street banners
	Countdown	Sponsors	Shop windows	Hoarding	Gig Rig	Location maps
Merchandise	Hoodies	T-shirts	Umbrellas	Key-rings	Stickers	
Internet	Website	Ezine	Email			
Display	Stand	Pull-ups	Posters			
Press	Data CD	Folder	Press packs	Supplements	Releases	Invitations
Stationery	Letterheads	Comps slips	Cards			
Office	Forms	Vouchers	ID Badges			
Clothing	Criú shirts	Ambassadors	Vis Jackets			
Concerts	Posters	Tickets	Email			
Clár	Programme	Dance	Events			
Vehicles	Vans	Courtesy cars				



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IT Initiatives

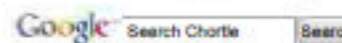
- Edfringe.com
- Fringemail
- The Ticket Village
- Mobile Phone Initiatives
- Social Networking
- Fringeware



2000-2010: Ten years of Chortle



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Ahoy There!

Ambassadors Theatre

Amused Moose Soho

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Arts Theatre

ArtsDepot

Banana Cabaret

Bar Code

Bar FM

Bar Kick

Bearcat Club

Beck Theatre

Bernie Grant Arts Centre

Betsy Trotwood

Black Heart Pub

Blackheath Halls

Bloomsbury Bowling

Lanes

Bloomsbury Theatre

Brixton Academy

Broadway Barking

Cafe Koha

Camden Head Camden

Camden Head Islington

Canal Cafe Theatre

Cavendish Arms

Chuckie Club

Churchill Theatre Bromley

City & Hackney Carers

Centre

City Arts & Music Project

Clapham Comedy Club

Coach and Horses



Saturday 9th Oct, '10

Venue: Laugh at Weases House

Prices: Call for prices

Comics: Luke Benson, Mark Restuccia, Miles Jupp

Info: MC Al Cowie



Saturday 9th Oct, '10

Venue: Camden Head Islington

Prices: Free

Comics: Gareth Richards, Joanne Lau, Katerina Vrana

Info: Plus Catherine Sernak, Daniel Simonson, Lukas Orellan, MC Berry Ferra



13:00 - Saturday 9th Oct, '10

Venue: Soho Theatre

Prices: G7.50

Show: James Campbell: Comedy 4 Kids

Show starts: 13:00 (Doors open approx 30 mins earlier)



19:30 - Saturday 9th Oct, '10

Venue: Comedy At Soho-Hc

Prices: G12 (G8 concs)

Comics: David Whitney, Kerry Godliman, Nick Doody

Info: MC Simon Happily

Show starts: 19:30 (Doors open approx 30 mins earlier)

[Book now](#)



19:30 - Saturday 9th Oct, '10

Venue: Vaudeville Theatre

Prices: G17.50 to G38

Show: Pam Ann: Flying High

Show starts: 19:30 (Doors open approx 30 mins earlier)

[Book now](#)

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Changes in booking behaviour



	2007	1999
Counters	18.2%	46.6%
Phones	20.9%	42.9%
Post	0.8%	6.5%
Groups	0.3%	2.2%
Press	0.8%	1.8%
Ticket Village	8.9%	0
Web	50.1%	0



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Welcome to the 2012 Edinburgh Festival Fringe

The 2012 Edinburgh Festival Fringe runs from 3 - 27 August and our full programme is now online! Click here to browse the 2012 shows.



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Host a Fringe Participant

Do you have a room to let?
Would you like to host a Fringe performer?
If you are a private landlord or homeowner with a spare room to let to a participant, why not register your property with us? This service is completely free! All we ask is that prices are kept at an affordable rate. We are now accepting registrations for the 2012 festival season.

[Visit the Accommodation Register Page](#)

Support the Fringe

The Edinburgh Festival Fringe needs your support to ensure that Edinburgh continues to host the greatest show on earth each August. You can help secure the future of the Fringe by giving a donation to the Festival Fringe Society.

[Visit our Virgin Money Giving Page](#)

Box Office Information

Click here for information about our 2012 ticket sales, opening hours, ticket collection locations, concession pricing details and more!

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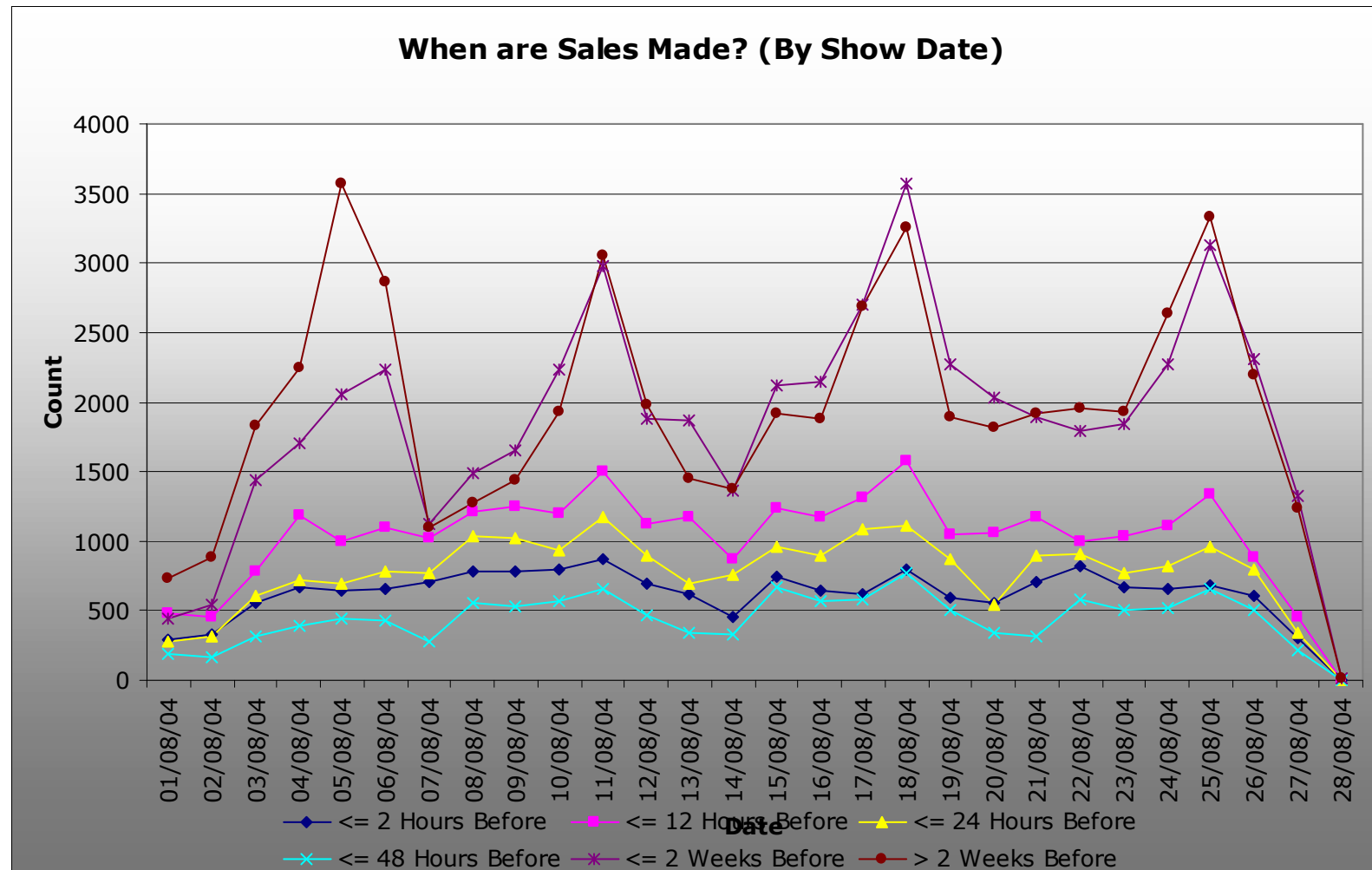


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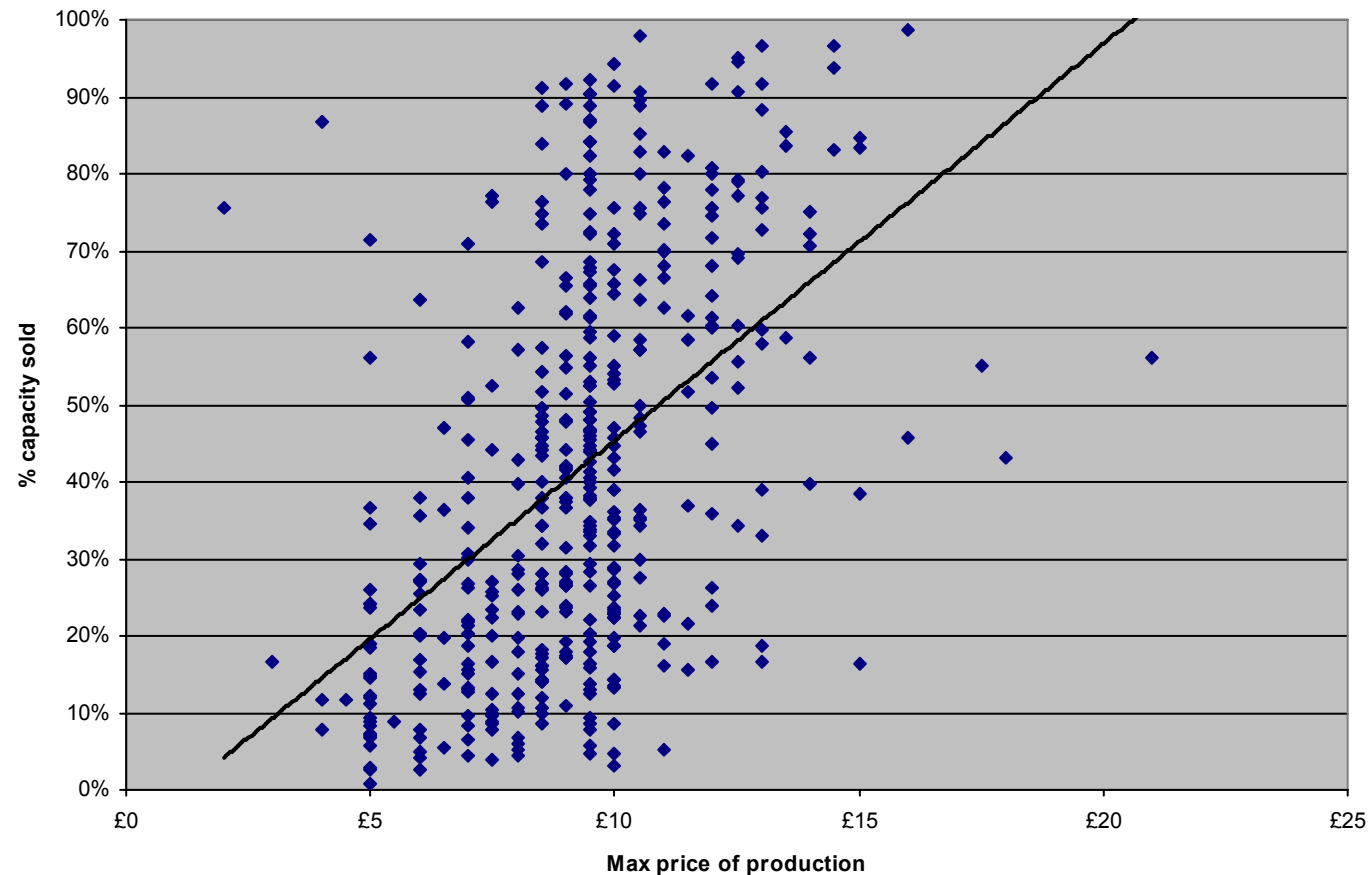
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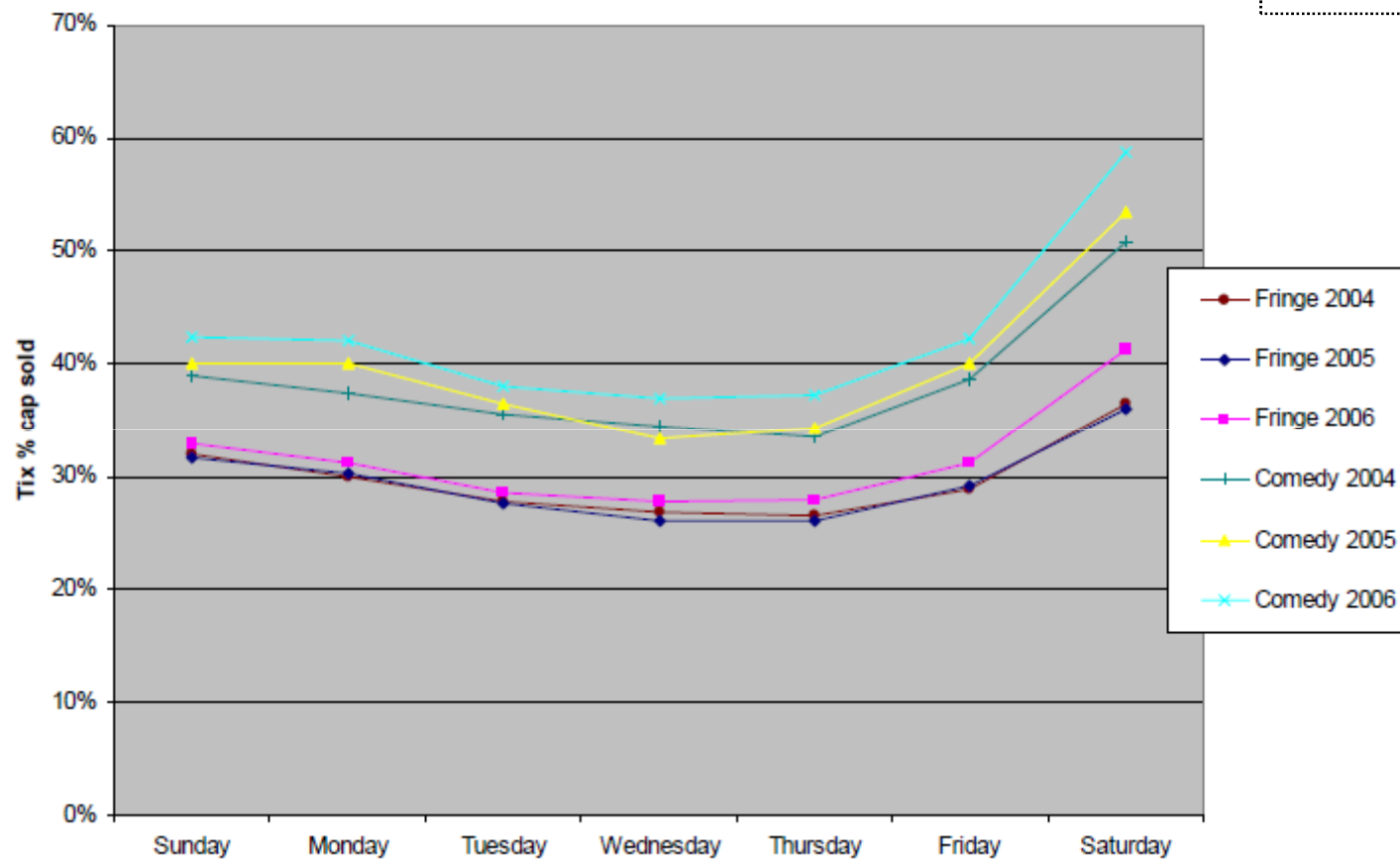
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Comedy 2006: average sales by production by max price



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The half-price hut

- 35% of customers had not booked for the Fringe before
- 75% felt the variety of shows on offer good
- 87% felt it was good value for money
- 78% said it made them try something new
- 94% said they would use it again



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The E-ticket tent

- 27% were new customers to the Fringe
- 81% found it easy to use
- 41% felt it had encouraged them to try something new
- 91% said they would use the E-ticket tent again



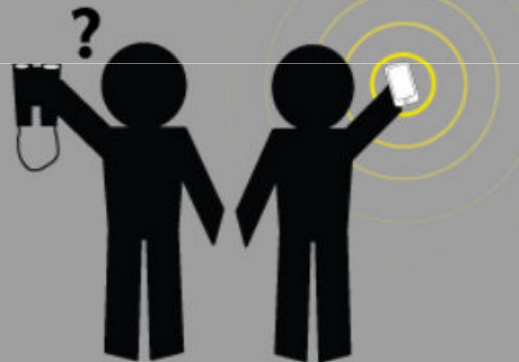
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Because of the increasing use of mobiles, their versatility is always growing...

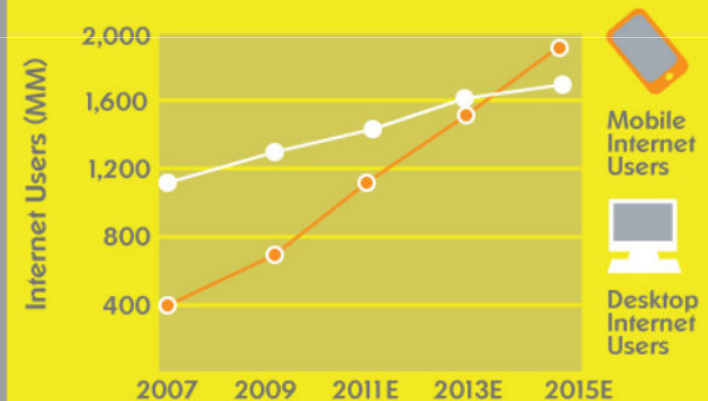
One half of all local searches are performed on **mobile devices**



📱 How fast is mobile internet growing?

By 2014, mobile internet should take over desktop internet usage

Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E



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- Ticketing
- Information and Listings
- Interaction
- New Revenues

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FRINGE iPhone App



- Find shows which are nearby and starting soon
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- Live feed from the Half-Price-Hut showing which half-price tickets are available
- Check ticket availability with Fringe Box Office
- Call box office direct from the listings to book your tickets
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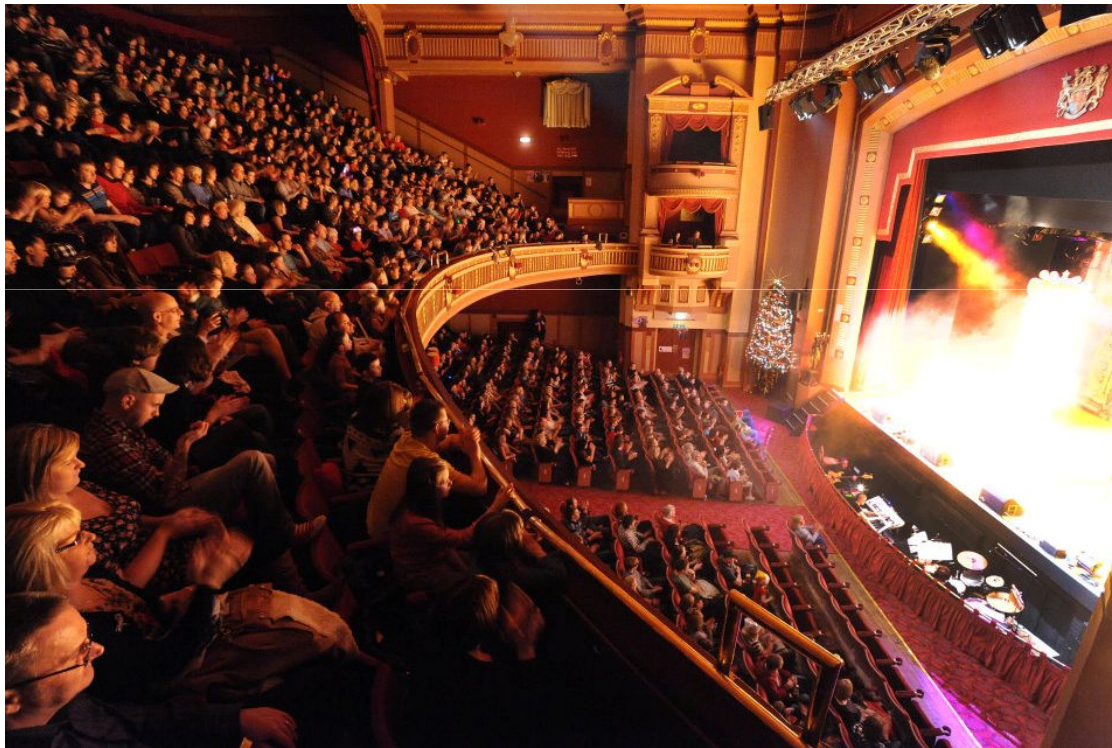
“The Edinburgh Festivals Innovation Lab is a **world-first** in the cultural sector: a revolutionary experiment and **resource for Festivals** (and working groups) to **work with leading thinkers**, artists, digital communities, technologists and audiences to **explore opportunities** or **respond to complex challenges** like navigating the festivals, distributing content or making festivals greener.



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Social Networking

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Social Networking in Ireland

A couple of recent reports by Comscore and Ipsos MRBI into social media usage in Ireland have been recently released. They provide a snapshot of the reach and use of social networks such as Facebook, Twitter and Linked In, from an Irish perspective.

84.2% of all Irish Internet users used social networks in December 2011.

The average Irish person spends 18 hours and 7 minutes online each month

Facebook

77% of all Irish internet users use Facebook



That average Irish person spends 4hours 10 minutes on Facebook per month, well ahead of competitors Google sites (2hrs 51mins), Microsoft sites (1hr 36mins) and RTE.ie (22 mins).

According to Ipsos MRBI, 1.75 million or 50% of the entire Irish population, over the age of 15 years, use Facebook. 175,000 new Irish users joined the site in the last six months.



20% of those aged 55 – 64 years use Facebook and 35% of those check their account daily. (Ipsos MRBI)

Four in ten over 50s use the internet. Of this group the top three visited websites are Google (38%), Facebook (19%) and Ryanair (13pc).

Of this same over 50's group 80% have an email account, 37pc have a Skype account; 29pc are on Facebook, and 2pc have a blog. (Amárach)



Social Networking

WHY USE SOCIAL MEDIA

Generate an audience

Provide event information

Maintain audience attention

Increase your knowledge

Align & connect with your competitors

Establish your authority as an expert

Run an event more productively







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















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DESIGN THE FESTIVAL'S OFFICIAL T-SHIRT

26 April 2010

This year's contest to design the official Festival T-shirt is now open. And, as it's the 40th Anniversary Festival, it's a big one!

The competition will be judged by Michael Eavis. The winner will not only have the pleasure of seeing their design stamped across the chests of thousands, but will also receive two tickets to this year's Festival and a cheque for £1,000.

The competition deadline has been extended to May 8th, to allow for postal disruption due to volcanic ash. Send your entries as hard copy to Glastonbury T-shirt Competition, Q, Mappin House, 4 Winsley Street, London W1W 8HF.

The winner will be contacted by phone or email (so include your details) and their winning design published in the Q Glastonbury Daily newspaper. The judge's decision is final and no correspondence will be entered into. Head over to www.Qthemusic.com for full Terms & Conditions. The 2009 winner is pictured above.

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ERIC WHITACRE

COMPOSER, CONDUCTOR, LECTURER

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ERIC WHITACRE'S VIRTUAL CHOIR 3 WATER NIGHT

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Thank you for the 3,746 videos that you uploaded.

Virtual Choir 3 has singers from [73 countries around the world](#) and I'm grateful to each and every one of you. Singing *Water Night*, a 14-part piece, is a challenge; you've done a sensational job. The Virtual Choir community is a very special thing and I appreciate the hard work of those who not only took part, but supported fellow singers technically, musically and across world time zones.

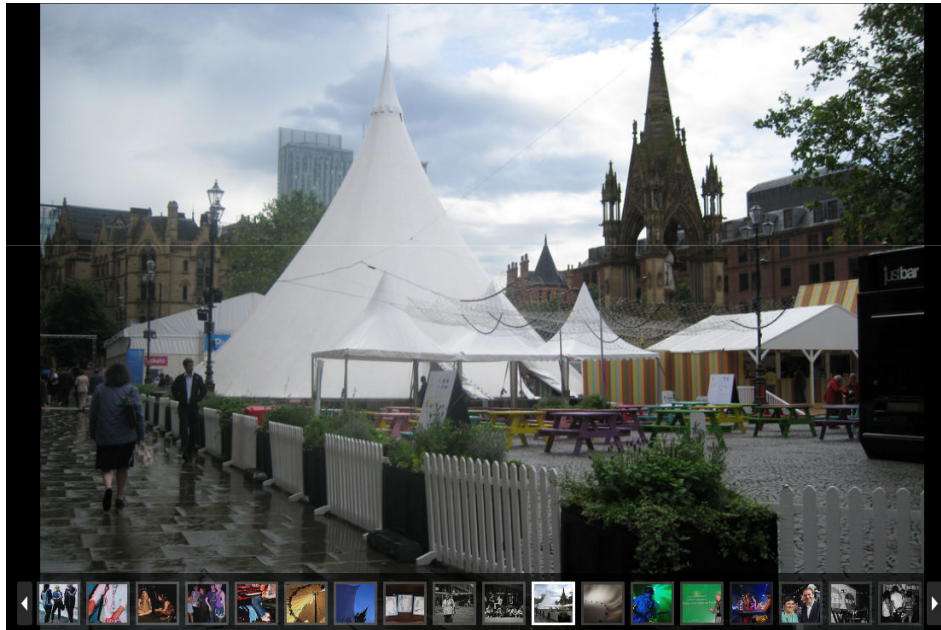


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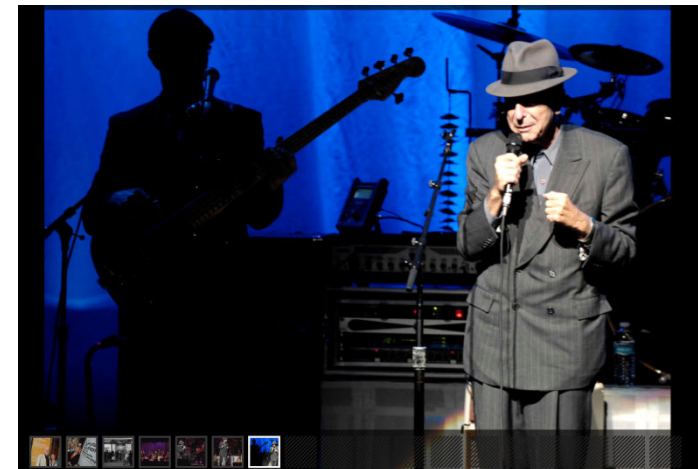
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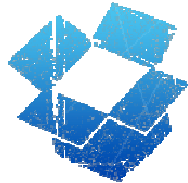



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	Casting Crowns Interview @Parachute Festival w/ GioVanni Zappala		Wormwoodstock interview on Zser
	Robert Osborne Interview, TCM Classic Film Festival 2011		Part 2: Interview with Lionel Shriver, We need to talk about Kevin
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FRIDAY, 29 OCTOBER 2010

Writeboard [Re: **I Love Hockley 20.10.2010 media archive collection](#) Comment by Caron L.

THURSDAY, 28 OCTOBER 2010

Comment [Re: Congratulations and Hurrah to us all - a call for discount codes](#) Posted by Caron L.

File [Social Media Voucher.pdf](#) Uploaded by george

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Comment [Re: Congratulations and Hurrah to us all - a call for discount codes](#) Posted by kate u.

File [job done tweet.jpg](#) Uploaded by Caron L.

Message [Congratulations and Hurrah to us all - a call for discount codes](#) Posted by Caron L.

To-do [Local Radio PR and Advertising](#) Completed by Caron L.

THURSDAY, 21 OCTOBER 2010

Milestone [Hockley Happening... fashion show](#) Completed by phil c.

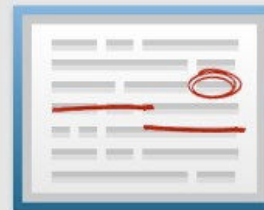
Milestone [Music submission deadline](#) Completed by phil c.

Milestone [FINAL meeting before the Event](#) Completed by phil c.

WEDNESDAY, 20 OCTOBER 2010

File [complete-track.mp3](#) Uploaded by phil c.

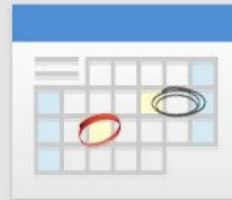
Writeboard [Re: Music playlist](#) Comment by phil c.



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