

## Media Plan and News Conference Assignment



Cassidy Jamieson, Danya Elsayed, Kaela Johnson, Kristen LoSchiavo, Michelle Vu  
Media Relations  
MDST 2040\*01  
Tuesday, November 27, 2018  
Professor James MacDonald

## **PART A: MEDIA PLAN**

### **MEDIA ADVISORY:**

Southwest Live brings back their annual summer festival *Dreams* with an exciting line-up of pop artists. A surprise guest speaker will also be present at the news conference.

### **WHY:**

Media Relations Director Kristen LoSchiavo and founders Kaela Johnson and Cassidy Jamieson will speak with media on what concert-goers can expect at the new and improved Southwest Live festival, *Dreams*. Along with an appearance from a special musical guest, media are invited for photo opportunities and a question and answer session.

### **WHO:**

Media Relations Director: Kristen LoSchiavo

Southwest Live Founders: Kaela Johnson and Cassidy Jamieson

Special guest speaker: Bruno Mars

### **WHEN:**

Tuesday, November 27, 2018

9:50 a.m. EST

### **WHERE:**

London Convention Centre  
300 York St, London, ON, N6B 1P8

### **CONTACT INFORMATION:**

Southwest Live Media Relations Director: Kristen LoSchiavo

Phone number: 416-123-4560

Email: [media@southwestlive.ca](mailto:media@southwestlive.ca)

For more information on *Dreams* check out our website at [southwestlive.ca/dreamsfestival](http://southwestlive.ca/dreamsfestival).

## **MEDIA NAMES AND CONTACTS:**

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## **THREE KEY MESSAGES:**

1. Our event is bigger and better than ever, with trending performing acts, both local and international talent.
2. We have waived the vendor entrance fee as an apology to vendors who lost out on money from last year.
3. Our company is wholly Canadian and is committed to providing a unique experience for our concert goers by promoting undiscovered Canadian talent, as well as encouraging big-name artists to visit our country.

## **NEWS RELEASE**



FOR IMMEDIATE RELEASE

### **Bruno Mars to headline at 2018 Southwest Live festival**

LONDON, May 8, 2018 – Southwest Live’s annual *Dreams* festival is set to heat up the summer with international pop performers and undiscovered Canadian artists on July 20 and 21 in the heart of London at Harris Park.

The two-day festival is headlined by 11-time Grammy Award winner and R&B star Bruno Mars and sponsored by Coca-Cola. Day one’s confirmed performers include pop-star Dua Lipa and Canada’s very own musical sensations Avril Lavigne and Shawn Mendes. Day two will feature performances from singer and actress Selena Gomez and Canadian talents Alessia Cara, Lights and Arkells.

“Canada never fails to amaze me whenever I perform there. I’m excited and looking forward to being back and feeling the astounding Canadian energy,” said Mars. “The first 100 guests at the festival get a meet and greet with me and receive a free autographed copy of my latest album, *24K Magic*.”

*Dreams* will also feature performances from new and undiscovered Canadian talent. This became the main focus as there is a huge interest for stars on the rise that are not mainstream names as yet.

The festival was cancelled last year due to low ticket sales, but Southwest Live is hopeful that this year’s festival will be their best one yet.

"For the past six years, we've been committed to providing a unique experience for our concert-goers at our annual *Dreams* festival, and we were just as heartbroken as our fans and vendors when the festival was cancelled last year," said Southwest Live co-founder, Cassidy Jamieson. "We refunded all ticket sales to our fans but were not able to refund our vendors. We understand how upsetting this was, and we are deeply sorry, which is why are

waiving the vendor entrance fee for all vendors and inviting our previous vendors to return as an apology as they lost out on some money."

Attendees can purchase jewelry and festival wear from exciting clothing and accessory vendors including Blue Sapphire Beads, Happy Soul, Elvina Jewelry and Rave Wonderland. Grub on delicious food and dessert from vendors such as Sweet Jesus, Eva's Original Chimney, Texas Tornado, What A Jerk, and many more.

Aside from the performances and vendors, the festival will include:

- A Ferris wheel
- Create your own dreamcatcher
- A raffle for your chance to win \$200 worth of beautifully crafted crystals and earth inspiring jewelry from Happy Soul

Kaela Johnson, co-founder of Southwest Live said, "This year we are back, bigger and better than ever and we promise to bring you the biggest and best *Dreams* festival you could ever imagine!"

Buy your tickets [here](#).

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### **About Southwest Live**

Western University business graduates and best friends Kaela Johnson and Cassidy Jamieson created Southwest Live in 2011. The pair combined their passion for entertainment, along with their expertise in the business field to bring to life one of Canada's most successful festival creators.

Southwest Live specializes in hosting, organizing and promoting concerts and festivals across southwestern Ontario, including Canada's biggest music festival, *Dreams*, held annually in its founding city, London.

To request an interview or additional press materials, please contact Kristen LoSchiavo, Southwest Live's Media Relations Director at 416-123-4560, by e-mail at [media@southwestlive.ca](mailto:media@southwestlive.ca) or on our website at [southwestlive.ca/dreamsfestival](http://southwestlive.ca/dreamsfestival).

### **BACKGROUNDER:**

Southwest Live is an entertainment company based in London, Ontario. Our efforts and work are in organizing and promoting concerts and festivals across southwestern Ontario. Two friends, Kaela Johnson and Cassidy Jamieson, both graduates of the business program at Western University, started the organization back in 2011. The duo shared a passion for music as children and knew how many like-minded individuals felt the exact

same. So, they decided to pair their passion with their expertise and thus, Southwest Live Entertainment was born.

Inspired from watching Canadian popular music festivals such as *Boots & Hearts*, *Coachella*, *Veld*, and *Osheaga* flourish over the years and become industry legends, we decided to try our hand at hosting our own festival. Since 2012, we have been hosting our annual Southwest Live festival, called *Dreams*. For the past six years, our flagship event has been held in London, Ontario during early July, attracting tens of thousands of fans to Harris Park each year. The festival offers performances from both big pop music acts and undiscovered Canadian talent. Promoting undiscovered Canadian talent became the main focus as we realized that there is a huge interest for stars on the rise that are not mainstream names yet. Aside from our annual festival, Southwest Live also acts as the foundation for many small-town concerts and shows. We offer different services from organizing a full event, to working on the advertising and marketing side to promote a show already put together. Unfortunately, in 2017, ticket sales for *Dreams* did not sell as well as they did in previous years and the whole event was cancelled. But this year we are back and better than ever. To bring more music, new artists, exciting vendors, and even headliner, Bruno Mars will be belting out his biggest hits. Southwest Live has always been dedicated to providing a unique, musical experience for all those that share the same passion.

"The guests' happiness is our number one priority. We want people to have an experience unlike any other whether that come from working behind the scenes with our company or attending one of the incredible shows we host ourselves." - Cassidy Jamieson, Co-Founder

### **TEXT OF OPENING REMARKS:**

#### **Kristen**

My name is Kristen LoSchiavo and I am the Media Relations Director for Southwest Live. We have here today the co-founders of the company, Kaela Johnson and Cassidy Jamieson, who are more than excited to talk about the festival this year and are here to answer all your questions. I'm going to pass it off to them to give you more information on the event.

#### **Kaela**

Hello everyone and thank you for being here.

Thank you, Kristen, for the kind introduction, and for all your hard work in putting this conference together. My name is Kaela Johnson, and I am one of the co-founders of Southwest Live. I am very excited to share the details of our *Dreams* Festival this year. Before we get started on our exciting event, I wanted to share the story of how Southwest Live came to be. Cassidy and I are recent business grads from Western University, we were

looking to put our passion for music and expertise in the business field to good use. As teenagers, we loved going to and reading about popular festivals around the world like *Coachella*, *Lollapalooza*, and *Rolling Loud*. Our only problem was that the Canadian music industry wasn't as well established as our American counterpart. In 2011, we decided that it would be our mission to put Canada at the forefront of the entertainment industry by encouraging big headliners to perform here and promoting undiscovered Canadian talent. and, Southwest Live was born.

Our company is based in London, Ontario and for many people that doesn't exactly scream "entertainment hub" that larger cities like Toronto and Montreal would. But we've proven that Southwest Live is capable of doing just that. We offer a wide range of services including organizing a full event, to working on the advertising and marketing side to promote a show already put together. Since 2012, we have been hosting our annual Southwest Live festival, called *Dreams*. For the past six years our flagship event has been held in July at the beautiful Harris Park attracting tens of thousands of fans each year. The festival offers performances from both big pop music acts and undiscovered Canadian talent. Promoting undiscovered Canadian talent became the main focus as we realized that there is a huge interest for stars on the rise that are not mainstream names yet. Aside from announcing the details of this year's festival, we are pleased to announce that we've landed Coca-Cola as a sponsor and added an extra day, so the festival will now be two days long and will take place on July 20 and 21.

This year we are back and bigger and better than ever, with exciting performers at the 2018 *Dreams* festival. One of whom is here with us now and would like to share some words. Would you please join us in welcoming Bruno Mars!

### **Bruno Mars/Danya**

Hey, show some love for Bruno everyone! I'm so excited to be here today. I've always had a special place in my heart for my Canadian fans. Y'all show out for me whenever I make it to the North Side and give the best energy. You know, I grew up in a small town on the island of Hawaii and I know how hard it is to make it out, to be seen, and heard. That's why I support *Dreams*, because everybody deserves to have their dream come true. This year's going to be better than ever, so I want to see you all out buying your tickets for the show. First 100 guests get a meet and greet with yours truly and a signed copy of my latest album *24k Magic*. Thank you Kaela and Cassidy, for inviting me, I'll see everyone in July!

### **Kaela**

Thank you so much Bruno, we're so excited to have you here with us today and at the festival. We are thrilled to be bringing back this festival in the heart of London at Harris Park and we are proud to announce that we have many special, talented artists performing with us this year. They are not only huge icons in the pop music industry, but their energy and excitement to be a part of our Canadian roots for the weekend are extremely high spirited.

Expect to see spectacular performances of many local artists and huge icons in the pop music industry such as our special guest Bruno Mars who will be performing all his classic hits. The festival will feature pop artists such as Dua Lipa and Selena Gomez, along with Canadian favourites Avril Lavigne, Alessia Cara, and Shawn Mendes and more!

We've been committed to providing a unique experience for our concert goers at our annual *Dreams* festival in which attendees can hang out with friends, enjoy our vendors while listening to some amazing music!

## Cassidy

I'm Cassidy Jamieson, and I am also one of the co-founders of Southwest Live as mentioned. I am so excited for our *Dreams* Festival this year, and happy to be back in our favourite location hosting this event. Harris Park has been home for the festival for years and we are gearing up to make the space look more beautiful than it's ever been before. The festival this year will be two days long, having different headliners each day with numerous activities. We are more than proud of our team and appreciate every single one of our staff members, vendors, sponsors, and entertainers for bringing back this event to be the best one we've ever had.

Last year, we had to unexpectedly cancel *Dreams* due to low ticket sales stemming from a result of lack of promotion and advertising. This was very disappointing for everyone at Southwest Live and we were just as heartbroken as our fans and vendors when the festival was cancelled. We were able to refund all ticket sales to our fans, but our vendors, unfortunately, could not be reimbursed, which is why we are waiving the vendor entrance fee as an apology to our previous vendors who lost out on money and inviting them to return.

But that is not the case this year; we're focusing all of our energy on promoting this event. Our team has been working hard dedicating endless days and nights to make sure this year's *Dreams* festival is one to remember. We are also extremely grateful for the vendors we have attending this year who will be providing everything from delicious food and desserts to clothing and accessories. Food trucks such as Sweet Jesus, Eva's Original Chimney, Texas Tornado and many more good eats will be joining us. *Dreams* will feature new and exciting clothing and accessory vendors this year with extravagant pieces of jewelry and festival wear by Rave Wonderland, Blue Sapphire Beads and Elvina Jewelry. We are also excited to have the special attendance of one of our new family members, Happy Soul, founded in the heart of downtown Toronto, who will be hosting a raffle for your chance to win \$200 worth of beautifully crafted crystals and earth inspiring jewelry. We'll also have free activities such as a Ferris wheel and creating your own dreamcatcher.

Our love goes out to the loyal fans who believe in *Dreams* and are just as excited as we are for the event. We appreciate everyone's efforts and work that was put into this



festival, along with all of our hard-working vendors bringing us uniqueness and beauty. The *Dreams* festival this year will definitely be one for the books and we could not be more ecstatic to see you all there to celebrate this event with us.

## Kaela

We now open the floor to any questions for Bruno Mars, Kristen, Cassidy and I.

### **STAGING DETAILS:**

November 27th - Dreams Festival News Conference

**Location:** London Convention Centre, 300 York St, London, ON, N6B 1P8

- Orange and yellow tablecloth
- Backdrop with logo
- audio to play Bruno Mar's music
- Long table
- 5 chairs
- 5 mics
- Seating for media
- Mic for media to ask questions
- Name tags with logo
- TV
- Posters with company logo

By hosting the news conference at the London Convention Centre it is more intimate instead of having it outside. With that being said, we don't have to worry about weather implications if we were to have it outside. By having it at the London Convention Centre, it allows the conference to be more intimate and less risky in terms of having Bruno Mars as our special guest and having any issues in regards to having it in public. Also, we decided to have it in London because that is where the festival is happening, so it makes sense to host it in the core.

We chose an orange and yellow tablecloth because it's one of the main colours for our theme, so it made sense to have it for the news conference. Our backdrop is our logo and sponsor Coca-Cola because this whole news conference is to announce the festival so to have some sort of visual representing the festival for the audience would be relevant. With Bruno Mar's as our special guest for the news conference, we added audio to play as he enters to create excitement amongst the audience. Also we would like to include a long table so everyone who is sitting has space and is able to be comfortable while making the announcement and answering questions from the media.

By having everyone seated at a long table, pictures during the conference are easier to take. We wanted to have enough chairs and mics so that everyone can be comfortable and speak freely instead of only having one mic and getting everyone to share. Another thing we

would add is seating for media so that they are comfortable as they listen and write good stories about our news conference and announcement. Following that, we'd have name tags with the company's Southwest Live logo on it for the spokespeople, a TV that shows our previous events and more details on our event. Finally, we'd like to have posters with Southwest Live on it just, so the presence of the company is known as well as the event that is being announced.