



### **Public Relations Project Management Report**

- Planning & Administrative
  - Devised timeline for media outreach with the SJFF team
  - Attended select SJFF marketing team meetings
- Materials Creation
  - Drafted press release announcing the Seattle Jewish Film Festival lineup and events
  - Updated and refined media list of local and regional arts, culture, and Jewish life focused media outlets, writers, editors, and bloggers
- Media Relations
  - Submitted SJFF details to media outlet calendars
  - Wrote personalized email pitches to be sent with press release
  - Researched and pitched film-specific outreach including LGBTQ and family-friendly films
  - Pitched broadcast morning shows for segments on SJFF/interviews with Pamela
  - Followed up with media to secure interest and coverage
  - Managed media requests for film screener links
  - Coordinated interviews between reporters and Pamela Lavitt and Festival filmmakers
  - Monitored for media coverage and shared via email as pieces were published; press clips of coverage print provided
- SJFF Editorial Support
  - Reviewed and edited first drafts of film descriptions
  - Edited descriptions down to the two required shorter versions



### Press Coverage Received

OUTLET/DATE	TITLE	IMPRESSIONS /CIRCULATION
<b><i>Mercer Island Reporter</i></b> (online) February 22, 2023	<a href="#">SJCC will host Seattle Jewish Film Festival screenings</a>	12,879
<b><i>Mercer Island Reporter</i></b> February 22, 2023	SJCC will host Seattle Jewish Film Festival screenings	1,589
<b><i>Seattle Gay Scene</i></b> February 23, 2023	<a href="#">Yet ANOTHER Film Festival With Gay Content...The Seattle Jewish Film Festival Returns This March</a>	15,523
<b><i>The Seattle Times</i></b> (online) March 2, 2023	<a href="#">What to do around Seattle this week: SoundOff! showcases and more</a>	5,830,361
<b><i>The Seattle Times</i></b> March 3, 2023	What to do around Seattle this week: SoundOff! showcases and more	208,290
<b><i>The Ticket</i></b> March 5, 2023	<a href="#">Top Picks This Week: Mar 6 - 12 &amp; Seattle Jewish Film Festival 2023 @ AMC Pacific Place and More</a>	35,600
<b><i>The Ticket</i></b> March 5, 2023	<a href="#">Instagram post</a>	1257
<b><i>EverOut Seattle</i></b> March 6, 2023	<a href="#">The Top 64 Events in Seattle This Week: Mar 6-12, 2023</a>	202,589
<b><i>Fox 13</i></b> (online) March 6, 2023	<a href="#">Studio 13 Live segment</a>	1,366,589
<b><i>Fox 13 Studio 13 Live</i></b> March 6, 2023	<a href="#">Studio 13 Live Instagram account</a>	457
<b><i>Fox 13 YouTube account</i></b> March 6, 2023	<a href="#">SJFF segment</a>	166,000
<b><i>EverOut Seattle</i></b> March 7, 2023	<a href="#">Your Complete Guide to Spring 2023 Arts Events in Seattle</a>	202,589
<b><i>KING 5 New Day NW</i></b> (online & broadcast) March 8, 2023	<a href="#">Seattle Jewish film festival - New Day NW</a>	1,858,974



OUTLET/DATE	TITLE	IMPRESSIONS /CIRCULATION
<b>KING 5</b> March 8, 2023	<a href="#">YouTube channel</a>	267,000
<b>The Daily</b> (online) March 9, 2023	<a href="#">This year's Seattle Jewish Film Festival is a 'cinemanna' of film, food, and music</a>	129,541
<b>KUOW</b> (online) March 9, 2023	<a href="#">Mike's adventures in art: A letter from Evan Hansen</a>	355,354
<b>EverOut Seattle</b> March 13, 2023	<a href="#">The Top 68 Events in Seattle This Week: Mar 13-19, 2023</a>	202,589
<b>The Stranger Art &amp; Performance</b> Spring 2023	Film Picks	35,000
<b>Seattle Met</b> (online) March 16, 2023	<a href="#">Things to Do</a>	274,369
<b>Crosscut</b> (online) March 16, 2023	<a href="#">The Seattle Jewish Film Festival (through March 26) is screening its customary array of documentaries, comedies and feature films for its 28th year.</a>	146,514
<b>Crosscut Arts &amp; Culture</b> email newsletter (online) March 16, 2023	<a href="#">Crosscut Arts SEA</a>	13,000
<b>EverOut Seattle</b> March 20, 2023	<a href="#">The Top 64 Events in Seattle This Week: Mar 20-26, 2023</a>	202,589
<b>East Oregonian</b> (online) March 27, 2024	<a href="#">Power House screens Jewish films</a>	46,186
<b>Eclectic Arts Media</b> March 28, 2023	<a href="#">28th Seattle Jewish Film Festival March 11 - March 26, 2023 Eclectic Arts Media</a>	N/A

**Total Impressions: 11,336,193**