



PR OPPORTUNITY

Threshold Studios, producers of the [Frequency International Festival of Digital Culture](#) are seeking an experienced freelance PR professional (s) to help galvanise national and international coverage of the seventh edition of the festival which runs from 26-29 October 2023 in the historic city of Lincoln.

Showcasing an exciting programme of interactive exhibitions, specially commissioned installations, live performance, and energetic discussion, Frequency Festival will once again see virtual realities merge with Lincoln's medieval streets.

Past festivals have yielded coverage amongst top tier titles in arts, tech, education, science and lifestyle press and we want to see this year's festival garner the attention we think it deserves.

If you have relationships with national and influential journalists and can work with our team to identify the hooks, pitch the activity, and secure the coverage, then this opportunity could be for you.

About you

You are an experienced, well-regarded communicator who can evidence real success in generating positive media coverage. Comfortable working remotely, you are knowledgeable about the transformative power of arts and culture – and are particularly passionate – or know the influencers who are, about the positive power of digital technologies. You must be able to work with the festival team between **August and November** and must be able to travel to Lincoln for the festival – ideally accompanying press on their visits.

In this role you will...

- Emphasise the role the festival plays in creating positive social and economic impacts with key journalists.
- Identify outlets and opportunities to secure relevant features.
- Share news with media by creating impactful media releases.
- Manage influencer and media festival visits helping to generate first-hand reviews.
- Leverage brand ambassadors to secure media exposure
- Produce a post-festival coverage report.

Interested?

Please send a covering email and your CV to emily@thresholdstudios.tv by Friday 21 July outlining what you can do to leverage good PR between August and November 2023.

We offer a competitive fee that is dependent upon availability and experience. Please indicate your fee expectations within your covering email.

About the Festival

Frequency Festival is produced by Threshold Studios, in partnership with the University of Lincoln and supported using public funding by Arts Council England. The event is driven by a dynamic city-wide collaboration of public sector organisations, along with support from the business community.

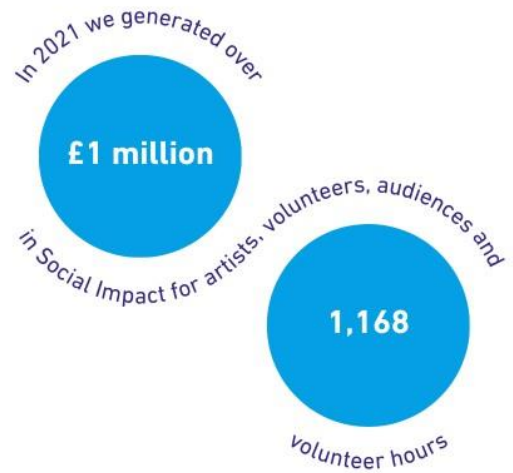


OUR FINANCIAL IMPACT

Net injection of **£1.75 million** into the Lincoln economy since 2013 with a net economic impact £2.65 million

60 careers kickstarted through Radar Creative Graduate Accelerator Scheme with over 92% in further education, employment or training

OUR SOCIAL IMPACT



For details and/or an informal conversation about Frequency Festival 2023's programme and theme please contact emily@thresholdstudios.tv

We look forward to hearing from you!