# TIM FERGUSON *SMASHING LIFE [MOTIVATION FOR IDIOTS!]* ADELAIDE FRINGE FESTIVAL PUBLICITY REPORT 2021



**PRESS RELEASE**
Issued on Tuesday 22nd December 2020| View here | Download PDF here

**SUMMARY OF PUBLICITY OUTCOMES**
Over the period 22nd December 2020 – 22nd March 2021 Fox & Flynn PR secured the following coverage:
- x 25 items of coverage online
- x 1 items of coverage in a print publication
- x 6 items of coverage on radio
- x 2 items of coverage on television

**PUBLICITY OUTCOME HIGHLIGHTS**
Some highlights of the campaign included:
- Coverage on Channel 9's 'Today Show' on 29th December

- Coverage on Channel 7's 'The Morning Show' on 20th January | Watch online [here](#)
- Coverage in South Australia on 1st February | View online [here](#)
- Coverage in City of Adelaide on 2nd February | View online [here](#)
- Coverage on 5AA FM 'Evenings with Matthew Pantelis' on 12th February
- Coverage on SAFM Adelaide 'Breakfast with Bec, Cosi & Lehmo' on 15th February
- Coverage in Scenestr Magazine on 23rd February | View online [here](#)
- Coverage in GLAM Adelaide on 5th & 17th March | View online [here](#) & [here](#)
- Coverage on ABC Radio Adelaide 'Evenings with Peter Goers' 8th March
- Coverage on Radio Adelaide on 10th & 14th March | Listen back [here](#) & [here](#)
- Coverage in the Adelaide Theatre Guide on 11th March | View online [here](#)
- Coverage in Hi-Fi Way on 11th March | View online [here](#)
- Coverage in The Clothesline on 11th March | View online [here](#)
- Coverage in The Adelaide Advertiser 'Fringe Adviser' on 16th March | View print [here](#) | View online [here](#)

**FULL LIST OF PUBLICITY OUTCOMES & MEDIA FEEDBACK**
View [here](#)

**FOLDER OF CLIPPINGS / AUDIO**
View [here](#)

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**This publicity report was prepared by Holly Flynn of Fox & Flynn PR**
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**Please note** we make an effort to check a wide range of media outlets for coverage, however, it is impossible to collect everything without a paid media monitoring service so we expect that further publicity outcomes were achieved throughout the course of this campaign.