

# PENNEY & LOGAN PUBLICITY PORTFOLIO



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# CLIENTS

**A list of all the publicity and management clients I worked with whilst at Penney & Logan**

## **International musicians / bands:**

Afro Frequency Tour: Lamine Sonko and The  
African Intelligence & Ajak Kwai (AF)  
Breabach (SCOT)  
Chris Jagger (UK)  
Declan O'Rourke (IRE)  
East Pointers (CAN)  
Elephant Sessions (SCOT)  
Joan as Police Woman (USA)  
Les Poules à Colin (CAN)  
Lloyd Cole (UK)  
Loreena McKennitt (CAN)  
Madison Violet (CAN)  
Martha Tilston (UK)  
Mélisande [électrotrad] (CAN)  
Newton Faulkner (UK)  
Paul McKenna Band (SCOT)  
Ralph McTell (UK)  
Scott Cook (CAN)  
Steve Poltz (USA)  
Tami Neilson (NZ)  
Wallis Bird (IRE)

## **Australian musicians / bands:**

Alesa Lajana  
Alice Skye  
Alison Ferrier  
Archie Roach & Tiddas  
Bachelors From Prague  
Belle Miners  
Blackeyed Susans  
Broads  
Chris Wilson  
Coda Chroma  
Damon Smith  
Delsinki  
Emily Barker  
Fenn Wilson  
Frank Yamma  
Fred Smith  
Glenn Skuthorpe  
Helen Mountfort  
Helen Ryder  
James Kenyon  
John Flanagan Trio  
Jordie Lane & Yirmal

Kylie Auldist  
Larissa Tandy  
Leah Flanagan  
Little Wise  
Lizzie Flynn  
Lucy Wise  
Mark Lang  
My Friend the Chocolate Cake  
Opelousas  
Rob Snarski  
Rosie Burgess  
Ruby Boots  
Sal Kimber & The Rollin' Wheel  
Sass the Patriarchy  
Sean McMahan  
Skyscraper Stan  
Strange Tenants  
Susie Scurry  
Tamil Rogeon  
The General Assembly  
The Killjoys  
The Maes  
This Way North  
TJ Patrick  
Tom Richardson  
VulgarGrad  
Woody: Songs of Freedom (Bruce Hearn & The  
Machinists)

## **Festivals / events:**

AMEB  
Folk Alliance Australia  
Hobsons Bay Summer Program  
JOLT Sonic Festival  
Low Light Queenscliff  
National Celtic Festival  
Port Fairy Folk Festival  
Queenscliff Music Festival  
Spiegeltent Geelong

## **Comedians:**

Akmal Saleh  
Doug Anthony All Stars  
Paul McDermott & Steven Gates  
Sami Shah  
Tim Ferguson

# MEDIA RELEASES

An example – see more [here](#)

Media Release: Thursday 4 April 2019

[View this email in your browser](#)

## THE Spiegeltent GEELONG



# The Spiegeltent comes to Geelong in 2019

Internationally recognised arts event company, **Strut & Fret** is excited to announce the inaugural season of **Spiegeltent Geelong** presenting a world-class line up of cabaret, comedy and music at **Johnstone Park** from **30 May – 23 June 2019**.

The season is headlined by the award-winning sell-out sensation **LIMBO**. The intoxicating mix of cabaret, circus and acrobatics, led by an international cast has seduced audiences worldwide with a celebration of otherworldly proportions. Presented in the magnificent **Aurora Spiegeltent**, LIMBO whisks audiences into a sinister netherworld of gut-churning contortion, breath-taking acrobatics, and jaw-dropping stunts.

A sold-out hit everywhere from London to Munich, Auckland to Adelaide, Bogota to Brussels, this show is so hot, Madonna came twice!



Dutch for 'mirror tent', the Spiegeltent originated in Belgium in the late 19<sup>th</sup> century as a travelling entertainment venue. The exquisite Aurora Spiegeltent is an extravagant big top tent decorated with mirrors, stained glass, velvet and brocade with a beautifully glamorous old-world feel.

Director of production company Strut & Fret and LIMBO, Scott Maidment, says *"we are super excited to bring LIMBO and The Spiegeltent to Geelong. It's been quite a few years in the making and we think its new home at Johnstone Park will be the perfect place to enjoy this special event; hopefully for years to come."*

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The full 2019 program will also feature some of Australia's biggest touring artists soon to be announced.

### **SPIEGELTENT GEELONG 2019 SEASON**

**Dates:** Thursday 30<sup>th</sup> May – Sunday 23<sup>rd</sup> June

**Location:** Johnstone Park, Gheringhap Street, Geelong

**Tickets:** Available from [www.spiegel TENT geelong.com](http://www.spiegel TENT geelong.com)

The Spiegel Tent Geelong is the latest edition to the Strut & Fret Production House Spiegel Tent tour schedule which is also live in Hobart, Wollongong, Newcastle, Gold Coast and Canberra. For more information go to [thespiegel TENT .com.au](http://thespiegel TENT .com.au)

#### **The Spiegel Tent Geelong social media links:**

[Facebook](#) | [Instagram](#)

#### **LIMBO social media links:**

[Facebook](#) | [Instagram](#)

★★★★★ *"Chilling & thrilling... so close to the action you can smell the sweat"* - Metro (UK)

*"Grabs you by the seat of your pants... an irresistible cocktail of circus skills, live music and sexy humour"* - Time Out (UK)

★★★★★ *"At times dangerous, often breathtaking, always skillful and beautiful, LIMBO is no less than sensational"* - Whatsonstage (UK)

★★★★★ - The Upcoming (UK)

★★★★★ *"Defies everything we know about human capability"* - The West Australian

Top photo credit: David Solm

Bottom photo credit: John Stapels (Kermezzoo in Brussels event)



# END OF CAMPAIGN REPORTS

An example – see more [here](#)



## QUEENSCLIFF MUSIC FESTIVAL 2018

### END OF CAMPAIGN REPORT

#### MEDIA RELEASES

Emerging Artist Grant issued on Wednesday 30 May | View [here](#)

Gurrumul's Djarimirri Live issued on Wednesday 20 June | View [here](#)

First line-up announcement issued on Wednesday 27 June | View [here](#)

Second line-up announcement issued on Thursday 19 July | View [here](#)

Third line-up announcement issued on Thursday 23 August | View [here](#)

Emerging Artist Grant Recipients announcement Wednesday 5 September | View [here](#)

Fourth & final line-up announcement issued on Tuesday 18 September | View [here](#)

Triple j Unearthed competition winner issued on Thursday 25 October | View [here](#)

Sold out announcement issued on Monday 19 November | View [here](#)

#### SUMMARY OF OUTCOMES

Over the period 30 May 2018 to 13 December 2018, Penney and Logan captured the following coverage:

x 109 items of coverage in monthly, weekly, fortnightly and daily print publications

x 180 items of coverage online

x 17 items of coverage in e-newsletters

x 38 radio interviews

#### OUTCOME COMPARISON 2018 > 2017

- Beat Magazine covered QMF 14 times in print and 12 times online in 2018; having covered the festival 15 times in print and 15 times online in 2017.

- The Music covered QMF 4 times in print and 10 times online in 2018; having covered the festival 7 times in print and 9 times online in 2017.

- Forte Magazine covered QMF 13 times in print and 9 times online in 2018; having covered the festival 13 times in print and 17 times online in 2017.

- The Herald Sun covered QMF 4 times in print and 3 times online in 2018; having covered the festival 3 times in print and 1 time online in 2017.

- Geelong Advertiser covered QMF 17 times in print and 9 times online in 2018; having covered the festival 4 times in print and 10 times online in 2017.

- ABC Radio Melbourne interviewed 8 QMF acts in 2018; having interviewed 11 QMF acts in 2017.

- Double J interviewed 9 QMF acts in 2018; having interviewed 6 QMF acts in 2017.

- 3RRR interviewed 2 QMF acts in 2018; having interviewed 7 QMF acts in 2017.

#### FULL INDEX LIST OF OUTCOMES

View [here](#)

#### FOLDER OF CLIPPINGS / AUDIO / E-NEWSLETTERS

View [here](#)



# HIT SHEETS & BIOS

An example – see more [here](#)

## Alice Skye – Hit Sheet



### 30 word bio:

22 year old singer-songwriter **Alice Skye** is an exciting new emergence in the Australian-Indigenous music scene, commanding attention with just the purity of her voice and maturity of her songwriting.

### 50 word bio:

22 year old singer-songwriter **Alice Skye** is an exciting emergence in the Australian-Indigenous music scene. Drawing on her musical idols Missy Higgins and Regina Spektor, Alice has crafted her own uniquely poignant voice, and has received plenty of attention for her stirring new single '60%'.

### 100 word bio:

Singer-songwriter **Alice Skye** is an exciting emergence in the Australian-Indigenous music scene. Since the beginning of 2015, Alice has been garnering attention for original songs that sparkle with a sensitivity and maturity well beyond her years. Alice's first single '60%' was premiered by The Music and reached #3 on the Amrap Airt Regional Charts in its third week.

Her latest single '**Poetry By Text**' was added to AMRAP's Face The Music 2017 playlist. Alice has been named one of the 5 new Indigenous artists you need to hear and was listed amongst The Courier Mail's Top 5 acts to see at BIGSOUND 2017. Alice released her debut album *Friends with Feelings* in April 2018.

### Longer bio/background:

**Alice Skye** is a singer-songwriter, Wergaia woman and universal little sister. Originally from country Victoria, Alice grew up aside the sandstone mountains and wildflowers of the Grampians. Still inspired by her roots, Alice now calls Melbourne home and says "*I take great pride in my heritage and to combine both music and my background brings me an unexplainable amount of pride and happiness.*"

In 2015 Alice entered the Alukura Competition (Alukura meaning 'women' in the Arrernte language), run by Australia's longest running Indigenous music label **CAAMA Music**, and Alice's original song 'You Are The Mountains' was selected to lead the compilation album. Funnily enough until she was selected for The Alukura Compilation Alice's family and friends had no idea she could write music and had never seen her



perform! Later that year, she was a finalist in the **Triple J Unearthed** NIMA competition and named one of the 5 new Indigenous artists you need to hear.

Hailed by the Courier Mail as one of the Top 5 must-see acts prior to her incredible performance at the 2017 BIGSOUND CAAMA Music Showcase in September, Alice's first single '**60%**' has now been added to rotation on Triple J Unearthed and reached #3 in the national AMRAP AirIt Regional Charts in its third week. Taken from her debut album, *Friends with Feelings* (released Friday 6 April 2018), **The Music** premiered the single and described it as "*an ethereal, sparse framework built on Skye's eminently warm vocal tones and piano accompaniment, mixing in restrained percussion and the occasional E-piano run for good measure.*"

Her latest single '**Poetry By Text**' was added to AMRAP's Face The Music 2017 playlist.

Alice Skye's songs sparkle with a sensitivity and maturity well beyond her years, accompanied by the gentle and hauntingly sparse melodies of a piano score. Very like young British singer-songwriter Birdy, Alice's voice is a combination of hopeful and haunting, naturally sweet and slow and dreamlike. Her stripped back piano melodies elevate the gentle moodiness of her songwriting, transforming her once bedroom scribbles into well-crafted and articulated lyrics on love, loss and life.

Alice Skye is a name set to soar in the Australian pop scene as music lovers begin to learn more about this young yet mature talent from country Victoria.

#### **Quotes:**

Richard Kingsmill - "Love the way you're working that voice. Keep writing/singing please...."

Zan Rowe - "Love that stripped back, reverb filled piano and voice. Very raw, really beautiful."

Dom Alessio - "What a heartbreaker."

The Music (on '60%') "*an ethereal, sparse framework built on Skye's eminently warm vocal tones and piano accompaniment, mixing in restrained percussion and the occasional E-piano run for good measure.*"

The Music (on 'Friends with Feelings') - "As soon as the tune begins, the listener is drawn into Skye's world through her deeply absorbing musical arrangements and the intimate lyrics, taken from years' worth of journal entries, that she sings with moving clarity."

#### **Social Media Links:**

Facebook - <https://www.facebook.com/aliceskyemusic/>

Soundcloud - <https://soundcloud.com/alicedouglas>

Triple J - <https://www.triplejunearthed.com/artist/alice-skye>

Spotify - <https://open.spotify.com/artist/0vi9khHSAwMRQx1R65dIFR>

Google Play - <https://play.google.com/store/music/album?id=Bprfmneonafvyvprvcnnv4dcxei>

iTunes - <https://itunes.apple.com/au/album/60-single/id1272616182?ls=1&app=itunes>

Apple - <https://itunes.apple.com/au/album/60-single/id1272616182?ls=1>

# SOCIAL MEDIA MANAGEMENT

A list of all the publicity and management clients I co-hosted Facebook accounts with whilst at Penney & Logan

## Australian musicians / bands:

Alice Skye -

<https://www.facebook.com/aliceskyemusic/>



Bachelors From Prague -

<https://www.facebook.com/BachelorsFromPrague/>



Fenn Wilson -

<https://www.facebook.com/fennwilsonmusic/>



Frank Yamma -

<https://www.facebook.com/frankyamma/>



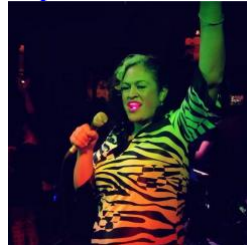
Helen Mountfort -

<https://www.facebook.com/helenmountfortmusic/>



Kylie Auldish -

<https://www.facebook.com/kylieauldish/>



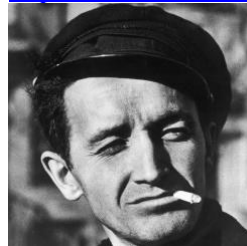
My Friend the Chocolate Cake -

<https://www.facebook.com/mftcc/>



Woody: Songs of Freedom (Bruce Hearn & The Machinists) -

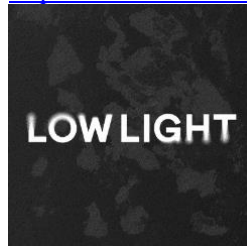
<https://www.facebook.com/woodysonsoffreedom/>



## Festivals / events:

Low Light Queenscliff -

<https://www.facebook.com/LowLightQueenscliff/>



# TESTIMONIALS

## Feedback from clients and media I worked with whilst at Penney & Logan

*“Holly worked on publicity, management, social media and related matter for both my band work with the sextet My Friend the Chocolate Cake, with an artist who resided on my record label, Pitjantjatjara singer Frank Yamma, as well as on my solo live shows and recordings. I always found Holly to be completely reliable, very personable and respectful, and knowledgeable about the media, arts and cultural areas in which she worked. I would have no hesitation in recommending her for other related work to this” - David Bridie (solo musician, My Friend the Chocolate Cake)*

*“Holly was always a great help to me - organising media and publicity is one thing but remembering to remind you that you have interviews etc (with a smile) is above and beyond!! Creatives depend on people like Holly and I wish her the very best in her future endeavours!” - Kylie Auld (solo musician, The Bamboos, Cookin’ On 3 Burners)*

*“It was a pleasure working with Holly at Penny & Logan. I found her incredibly easy to work with and was very pleased with the result of her time spent on my publicity” - Freya Josephine Hollick (solo musician)*

*“I found Holly to be genuinely engaged with my work, and very professional in her approach to representing both me and my music” - Declan O’Rourke (solo musician)*

*“Holly worked on my debut album release and I found her to be professional, diligent, hard working and bloody lovely to work with. I highly recommend her” – Delsinki (solo musician)*

*“I wish Holly all the best for the next stage! I thank her for always passing on info and opportunities to me and the team at 3CR.” - Joe Malignaggi (3CR Radio Music Director)*

*“In my capacity as a radio broadcaster/music writer I have been extremely fortunate to have worked closely with Holly Flynn in her role as a publicist and social media manager with Penney & Logan. I appreciated so much her professionalism, passion and enthusiasm in connecting me with artists she represented, organising them to appear on a radio show I co-host on 3AW, and promptly making their recordings available to me for reviews/airplay. I believe that Holly would be an asset to any future employer” - Billy Pinnell (3AW Melbourne Presenter, Working Dog Productions)*