



CuriousWorks is a young company, founded in 2005, that engages with a diversity of communities, organisations, ideas and spaces through creative projects. We are a non-profit, independent arts and media organisation that had, until recently, taken care of all its own media in-house.

We approached Polkadot PR a few weeks before our major season opened and within a few days they were sending out media releases. This quick turn around was essential to the excellent publicity that followed.

Deciding to work with an external media consultant was, for our situation, the right thing to do. Although our eventual media spread was largely similar to that which we achieved in-house, through Polkadot PR it was done with a greater level of consistency and overall professionalism.

Polkadot's job is to act as a conduit between your organisation and the journalists. This means I was able to concentrate on putting on a good show rather than worrying about following up a dozen journalists' half promises and maybes. It was a joy to have someone else organise all the media, to send me daily, digital copies of the coverage and keep following up with those who still hadn't committed to a story. Polkadot followed up every potential avenue we discussed in our first meeting and reached a spread of important community as well as mainstream media, which I was very happy with.

Occasionally Polkadot revealed a lack of knowledge in how the arts world operates. CuriousWorks did not receive a mainstream review for its sold-out season, which is essential if the show is to tour or have a life beyond its premiere season. Upon reflection, it may have been better to discuss with all the journalists interested in our work whether a preview or review would have been more appropriate and strike a balance between the two.

Nevertheless, Polkadot PR was overall an excellent company to work with and CuriousWorks looks forward to finding even more ways we can partner with them to use the media to further publicise the kind of stories we tell.

Shakthidharan
Director, CuriousWorks