<h1>Transmedia News Package for Print, Broadcast, Online and Social Media

Here is an example of a long-form all-inclusive news package that provides information for print, broadcast and online media, as well as social media networking sites.

This is the type of release that Professor Ron Smith recommends as a single information packet appropriate for all types of media. It’s also useful with internal organizational use for members, colleagues and donors, as well as would-be consumers and other key publics.

In this example below, Smith prepared a new package to announce a musical performance sponsored by a cultural organization in which he is active. Specifically, it deals with a concert by a Japanese taiko drummer and his entourage, along with local musical artists.

Transmedia storytelling is a new concept in media, one that consciously creates opportunities across media platforms—print, broadcast, online—to present a cohesive message. This format has come into being as the media themselves converge. Some studies show that media gatekeepers are far more likely to use information from transmedia packages than from traditional print releases.

The transmedia news package is meant for five audiences:

* Mainstream reporters, editors and columnists with both print and online publications.
* Radio and television reporters and news producers.
* Newer types of independent journalists such as bloggers and podcasters.
* External nonmedia audiences including customers, donors, regulators and competitors.
* Internal nonmedia audiences such as employees, volunteers, shareholders and such.

Writing in transmedia news packages should be crisp, concise, objective, and newsworthy. Here are some elements that go into a basic transmedia package:

* Short strategic headline, accompanied by a Share or Tweet button.
* Tweetable news summary.
* Core news brief of a short paragraph or several bullets answering the who-what-when-where-why-how elements of the news announcement.
* Background info.
* Logistical details, such as schedule, itinerary, cost, access, and so on.
* Quotes that are strategic and memorable.
* Bio section with background on key players.
* Section for various publics, with break-out info for donors, customers, and others. For example, a university announcing a new major in sports communication might have a series of special messages and information directed to current and potential students, alumni, journalists, and professional sports organizations.
* Call to action. Indication of ways various readers can act on the information; that is, how to sign up, subscribe, join, attend, purchase, and so on.
* Contact information with ways journalists and others can obtain additional information. Make this as flexible as possible with email, telephone, IM address, Twitter, website and Skype address, as appropriate.

In addition to the main section with the above information, a transmedia news package lends itself to many other elements. Here’s an inventory of possibilities.

* Narrative release; that is, a standard print-oriented release.
* News fact sheet outline the same information.
* Background fact sheet with technical and other information related to the topic of the news package.
* Previous news coverage with links to articles, blog postings, video reports and other media accounts of this or related topics.
* Photo gallery.
* Supporting graphics such as organizational logos, charts and maps.
* Audio news release or audio sound bites.
* Video news release or B-rolls.
* Other video components, such as posting of a speech presentation at a sharing service such as YouTube, Vimeo or Google Video.
* External links to related organizations with relevant information.
* Share button.
* Reader comments.
* RSS subscription invitation to your website updates or blog posts.

<h3>One Night Only

<h2>Japanese Drum Soloist to Perform in Buffalo

The world’s premier soloist in the Japanese art of taiko drumming will perform in a Buffalo concert in October.

Eitetsu Hayashi will share the spotlight with some local talent at his concert October 25 at 7:30 p.m. at Rockwell Hall Performing Arts Center at SUNY Buffalo State. The performance is sponsored by the Japan Culture Center of Western New York.

<h4>Eitetsu Hayashi

* World-renounced solo and group performer on taiko drums.
* Hayashi’s style of solo performance requires much physical stamina.
* Pronounced ay-TET-soo hah-YAH-shee.
* Presented first-ever taiko performance at Carnegie Hall (1984); other performances in North America, Europe, Australia, Africa, Asia and Latin America.
* Performed with orchestras, including other performances with Boston Symphony Orchestra, the American Symphony, and the Berlin Philharmonic, and with the Australian group Taikoz for the reopening of the Sydney Opera House.
* Honored as a “Living National Treasure” of Japan, a term recognizing artistic masters and keepers of cultural arts.
* Designated for 2014 and 2015 as a Cultural Ambassador by the Japanese government with a mandate to give performances, master classes, seminars and workshops throughout the world to promote the art of taiko.
* Founder and premier performer of *Kodo*, the best-known professional taiko drumming troupe in the world; the name has two meanings: “drum children” and “heartbeat.”
* Hayashi [website](http://eitetsu.net/).
* Articles about Hayashi:
* [Aspen: Japanese Premier Solo Taiko](http://www.aspen.jp/eng/artist/japanese-premier-solo-taiko/eitetsu-hayashi/index.shtml)  
  [Artist Interview: Innovating drum music, the spirit of Eitetsu Hayashi](http://performingarts.jp/E/art_interview/1103/1.html)
* Recent YouTube links:
* [Japan’s Premier Solo Taiko Drummer](\\\\ukfs11\\bks_production\\Frontlist Production Teams\\History, US Media and Research\\Live Projects\\Megan\\Becoming a PR Writer\\Copy-edited files\\1_Student Resources\\-  https:\\www.youtube.com\\watch?v=otJ95PWVG6c)

**<h4>Taiko Drumming**

* Taiko (pronounced TY-koh) drumming style unique to Japan, known for a focus on tempo, accent, dynamics and pitch.
* Japanese barrel-shaped drums, ranging in size from one to 10 feet in diameter; traditionally made from hollowed-out tree trunks, commonly now with wooden staves covered with cowhide.
* Power and physically demanding musical discipline; various performing styles, often involving a high degree of athleticism and energy.
* Usually performed by an ensemble playing on different-sized drums, each with a different function; a few performers, such as Hayashi, also work solo.
* Sometimes played in association with other instruments, including [shakuhachi](https://en.wikipedia.org/wiki/Shakuhachi) (bamboo flute) and [shamisen](https://en.wikipedia.org/wiki/Shamisen) (stringed instrument).
* Classical art form associated with Japanese culture, with roots to the 6th century.
* Used in feudal warfare, kabuki and Noh theater, imperial court music, Shinto and Buddhist religious ceremonies, and folk festivals.
* The first taiko group in the U.S. was formed in 1968 in San Francisco; as many as 200 groups now exist in the U.S., many affiliated with the [North American Taiko Conference](https://taikocommunityalliance.org/natc/).
* Quotable: “Each beat of the drum has to go deep. It has to arouse in the audience a boundless feeling, stretching back through time. What I am pursuing is a sound that embodies Nature, one that is both awe-inspiring yet serene”—Eitetsu Hayashi.
* Quotable: “Taiko is the sound of the spirit of Nature generic to Japan. It is different from other drums of the world. It carries the heartbeat of Nature. It also stimulates human senses to be united with and return back to Nature from where we all come. Peace and harmony are created, which our center sincerely promotes through such activities”—Dr. Takako Michii, executive director, Japan Culture Center of Western New York.

**<h4>Buffalo State Concert**

* Saturday, Oct 25, 2014, 7:30 p.m. Rockwell Hall Performing Arts Center.
* The concert will include several pieces:
* A series of pieces performed by Hayashi and his Fu-Un no Kai taiko group (which includes Hayashi apprentice Joseph Small of Buffalo)
* “Kodo Duo” featuring Hayashi with [Matthew Bassett](http://music.buffalostate.edu/faculty/matthew-bassett) of Buffalo State music department and Buffalo Philharmonic Orchestra.
* “Shakuhachi Improvisation” featuring Hayashi with [Kurofune](http://www.satobuffalo.com/joshua-smith), a shakuhachi duo: Dr. Joshua Smith of Buffalo State Communication Department and [SATO](http://www.satobuffalo.com/joshua-smith) Japanese Restaurant, and Dr. Shido Izukawa of Osaka University of Arts.
* Tickets $25 general admission, $20 seniors, $15 students with ID.
* Tickets available at [Box Office](https://buffalostatepac.org/tickets/buy-tickets/) at the Performing Arts Center, [Ticketmaster](http://www.ticketmaster.com/) and [SATO](http://www.satobuffalo.com/) Japanese restaurant (739 Elmwood Avenue, Buffalo).
* Buffalo concert part of multi-city tour including Trinidad, Cuba; Dublin, Ohio; and San Francisco.

**<h4>Benefits to Western New York Audience**

* Occasion to experience a traditional art form very popular in Japan but little-known in the West
* Opportunity to enjoy an energetic musical performance by Japan’s leading taiko drummer
* Opportunity to encounter a musical performance in which drumming is the main focus

**<h4>Seven-Day Visit to Buffalo State**

* Sunday, Oct 19: Arrival
* Monday, Oct 20: Visit to concert hall; arrival of taiko instruments
* Tuesday, Oct 21, 11:30 a.m.—2:30 p.m. Clinic and master class at Ciminelli Recital Hall in Rockwell Hall for students from SUNY Buffalo State, SUNY Fredonia, SUNY at Buffalo, Eastman School of Music at Rochester, and area high schools including Nichols Academy, Park School, Hamburg, and Grand Island.   
  Invitational welcome reception, 6-9 p.m., SATO restaurant, 739 Elmwood Avenue, Buffalo.
* Wednesday: Oct 22—Rehearsal; workshop at Nichols school
* Thursday: Oct 23—Rehearsal
* Friday, Oct 24, 7:30 p.m.
* Saturday, Oct. 25—Concert in Rockwell Hall Performing Arts Center, Buffalo State campus. Invitational post-concert party at SATO restaurant 739 Elmwood Avenue, Buffalo
* Sunday, Oct 26: Departure

**<h4>Local Performers**

* **Matthew Bassett** is principal timpanist with the Buffalo Philharmonic Orchestra and a part- time percussion instructor with the Buffalo State music department. He has taught percussion at all levels, from primary schools to university level. He also has arranged music for marching percussion groups. He has been a musician with the Cleveland Pops Orchestra, Erie Philharmonic, and Mansfield Symphony and with Apollo’s Fire, a Cleveland baroque orchestra. He holds degrees in music performance from the Cleveland Institute of Music and Cleveland State University.
* **Joseph Small** is a taiko musician with Hayashi’s performance ensemble Fu-Un no Kai. A graduate of Nichols Academy and Swarthmore College, he was a Fulbright Scholar in Japan researching taiko and choreography. He studied taiko at the Kodo Institute on Sado Island, the only non-Japanese student to apprentice under Hayashi. Small currently is a graduate student in ethnomusicology and dance at UCLA.
* **Joshua Smith Ph.D.** performing on the shakuhachi (Japanese bamboo flute). A graduate of the Buffalo Academic of Visual and Performing Arts and SUNY Buffalo State, he studied shakuhachi during his 12 years in Japan. He holds a doctorate in sociology, with an emphasis in ethnomusicology, from Osaka University. He has recorded and performed in concert in the U.S. and Japan, both individually and as a member of the duo [Kurofune](http://www.satobuffalo.com/joshua-smith). The owner of [SATO](http://www.satobuffalo.com/joshua-smith) Japanese restaurant on Elmwood Avenue in Buffalo, Dr. Smith also is a part-time instructor in the communication department at Buffalo State.

**<h4>Japan Culture Center of Western New York**

* Nonprofit organization geared to offer a broad spectrum of traditional and contemporary Japanese programs and events.
* Mission statement: To enable participants to realize differences and similarities between two cultures and to re-examine potentials and abilities from different perspectives.
* Activities include a variety of classes in Japanese language, [ikebana](https://en.wikipedia.org/wiki/Ikebana) flower arranging, [shakuhachi](https://en.wikipedia.org/wiki/Shakuhachi) flute, [origami](https://en.wikipedia.org/wiki/Origami) paper art, Japanese cooking, gardening seminars, [tea ceremony](https://en.wikipedia.org/wiki/Japanese_tea_ceremony) and other related art forms, as well as a health/wellness series. The center also is preparing a workshop series of Japanese culture through Buffalo State’s communication department.
* The center is sponsoring the work of Sara Brayer, a Rochester native and expert in the Japanese paper art known as [washi](https://en.wikipedia.org/wiki/Washi). Residing in Kyoto, she is one of 12 recipients of a prestigious award from the Bureau of Cultural Affairs of the Japanese government for her contribution to introducing and developing Japanese culture for the international community. The center is partnering with [Castellani Art Museum](http://www.castellaniartmuseum.org/) at Niagara University to display her work and hold lectures with showings of her work. Brayer will decorate the stage for the Hayashi concert.
* Future projects include an exhibition the artwork of Charles Burchfield at the Kanazawa 21st Century Art Museum. The [Burchfield Penney Art Center](https://www.burchfieldpenney.org/) at Buffalo State also has suggested the possibility of including a sampling of the collection of Frank Lloyd Wright’s collection of ukiyo-e Japanese woodcuts from the Darwin Martin House.
* The Japan culture Center of Western New York also is planning to sponsor a two-week excursion to Japan to visit various types of Japanese gardens. Participants will visit public and private gardens in Tokyo, Kyoto and Kanazawa, where they will learn the historical, cultural and horticultural background of the Japanese garden.
* Takako Michii, Ph.D. Dr. Michii is executive director of the Japan Culture Center of Western New York, an outgrowth of the former Buffalo-Kanazawa [Sister Cities Program](http://www.sister-cities.org/), which she served as president and a member of the steering committee since 1999. She also is actively involved with the Friends of the Japanese Garden and the Japan Group of Buffalo. A native of Tokyo with a doctoral degree from the University at Buffalo, Dr. Michii founded the UB Japanese Language and Culture Program, which she directed from 1975 to 1990. She also has taught Japanese language and/or culture at Buffalo State, Canisius College, Calisanctius School, Kenmore East and West High Schools, North Tonawanda High School, Williamsville North and East High Schools, and Erie BOCES. She was recognized in 1999 by the New York State Senate as a “Woman of Distinction.” Email: tjmichii@gmail.com

<h4>NEWS RELEASE

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<h2>International Japanese Drum Group to Perform at SUNY Buffalo State Performing Arts Center

BUFFALO, N.Y.—The Japan Culture Center of Western New York, Inc., will host a Japanese drum performance at the SUNY Buffalo State Performing Arts Center. World-renowned taiko drummer Eitetsu Hayashi will perform Saturday, October 25, at 7:30 p.m.

Hayashi, an acclaimed musician specializing in taiko drumming, has many works well known throughout Japan. Internationally, he has performed both as a soloist and with orchestras and other musical groups.

“Hayashi-san is a taiko legend,” said Dr. Takako Michii, executive director of the Japan Culture Center. “He was one of the first to bring this music style to the West, starting with a 1984 concert at the Carnegie Hall. He has traveled throughout the world playing with many musicians in many different musical styles.”

This will be Hayashi’s first concert in Buffalo, part of a tour that also will take him first to Trinidad, Cuba, and then to Dublin, Ohio, and San Francisco. He also will hold a workshop for high school and college students, hosted by Buffalo State.

“To the Japanese, taiko is the sound of the spirit of Nature,” said Michii. “It’s different from any other drumming around the world, and most likely is different from anything you have ever heard. This is a once-in-a- lifetime opportunity to experience a truly unique musical performance.”

Performing on stage with Hayashi will be Joseph Small, a Clarence man studying ethnomusicology and dance at UCLA. Small is Hayashi’s apprentice and part of his touring ensemble called “Fu-un no Kai.”

Other local musicians will be featured in Hayashi’s performance. Matthew Bassett, principal percussionist of the Buffalo Philharmonic and a member of the music faculty at Buffalo State, will play a drum duo with Hayashi. Dr. Joshua Smith, owner of SATO Japanese restaurant in Buffalo and a member of the Buffalo State communication department, will play a duo improvisation for taiko and shakuhachi (Japanese bamboo flute) with Hayashi, along with Smith’s shakuhachi recording partner Hidefumi Izukawa of Osaka, Japan.

Hayashi has described his music as “arousing in the audience a boundless feeling, stretching back through time … I am pursuing a sound that embodies Nature, one that is both awe-inspiring yet serene.”

Tickets are available at the Rockwell Hall Box Office, (716) 878-3005, or online at buffalostatepac.org. They also can be purchased through Ticketmaster, Japan Culture Center members, and SATO Restaurant at 739 Elmwood (satobuffalo.com), which is affiliated with the Japan Culture Center.

The Japan Culture Center, an outgrowth of the Buffalo-Kanazawa Sister Cities Program, focuses on a broad spectrum of traditional and contemporary Japanese cultural programs and events.

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