

Full details of the results of the Harper Collins campaign

### **Print Media**

Further contact with the arts, features and music correspondents on all of the national newspapers, Scottish regional and music magazines.

### **Coverage includes:**

The Times Extract and podcast October 6th

The Word cover feature

Daily Telegraph – Chris Salewicz piece ran in travel section

The Sun – Chris feature

Daily Mirror – feature by Gavin Martin.

Big Issue- Review and Q&A with Chris

Scottish Sunday Express- Chris interview

Sunday Herald- review

The Observer Music Monthly- review September edition,. Excellent five star review.

The List- feature and review

The Spectator – review

Time Out-Chris wrote a piece.

UK Metro- Review in all the editions, nine nationally including London

ABC magazine, Independent on Sunday

Sunday Times Culture- Review

News of the World (Scottish edition) – ran a competition with five signed books.

The Independent- review

Contacted and spoke to all of the Literary editors on the nationals and pitched the possibility of a review in the following. Sent copies to:

The Guardian – arts and music

Sunday Telegraph

Daily Telegraph

Daily Mail

Daily Express

Mail on Sunday

Sunday Express

Evening Standard

Music magazine reviews to include:

Mojo

Uncut

Q

NME

Guitar and Bass

Record Collector

Music Mart

Classic Rock

Future Music

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**Broadcast media includes:**

Radio 4 Front Row –  
BBC Regional Radio

**Stations included:**

Somerset Sound  
Coventry - Vanessa Whiteside  
Jersey - Sara Palmer  
BFBS - Simon M  
Humberside - Katherine Murphy  
Northampton - Jonathan Raitt  
Merseyside - Claire Minter  
Solent - Clare Beamond  
Guernsey - Claire Ozanne  
Foyle - Brian Kernohan

Radio 2 The Weekender  
Radio 5 Live- Simon Mayo . An hour special on The Clash with the book as a hook.  
Radio 5 – Up All Night  
Unique Radio- regional commercial stations (67) syndicated interview  
Radio 2- Jonathan Ross- competition prize .  
Radio Scotland – Radio Café  
Radio London- Robert Elms  
Radio Wales  
6 Music- Phil Jupitus  
Broadcast media not interested includes:  
Loose Ends  
BBC Breakfast  
Newsnight Review- too many books competing.  
Radio 1- Jo Whiley Show said not for them  
Radio 1- Colin Murray. New late night show. Said not for them  
Start the Week  
Midweek  
Radio 5: Nicky Campbell does not do biographies  
Victoria Derbyshire – don't do books  
Broadcasting House- not for them  
Virgin- no and can't do a competition  
The Culture Show- not right for them  
6 Music- Henry Lopez said not for his shows  
T4  
This Morning

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**On line coverage included:**

BBC website- interview with Chris and an ex Clash band member. On line October 20th.

James Brown website

The Generalist- from John May. Launching this month to blog 3 Joe interviews.

Further conversations and contact with Chris's contacts. A number of these write as freelancers for national newspapers. They have included:

Robert Sandall, Mick Brown (Daily Telegraph), Neil Spencer, Sue Steward, Sarah Jane Lovatt, Jon Savage, Damien Love, Alun Jones, Stuart Cosgrove, Adrian Thrills, Dylan Jones, Gavin Martin, Charles Sheer Murray, Andy Kershaw, Simon Garfield, Gary Crowley, Howard Marks, Chris Sullivan, Mark Lamarr, Hanif Kureishi, Michael Watts, Neil Norman.

**Launch**

We liaised with the venue and the caterer. The budget was agreed at £280 food and one waitress and £500 for drink. The final drinks bill was £392. As arranged, Dave provided printed vouchers for journalists and Chris/family.

We prepared an extensive invitation list of journalists and Chris' contacts, which I sent to Ann Bissell at Harper Collins for distribution.

We asked Ann to include diarists from the nationals and the Evening Standard.

We chased the guest list, especially the diaries, all of whom said they had not received an invitation. I re sent many invitations.

**The following journalists attended the launch:**

Fiona Gray- The Observer

Emma Hartley- Sunday Telegraph

Bridget Christie- Daily Mail

Adrian Humphries- Mirror Group

Gideon Coe- 6music

Charles Shaar Murray- Independent

Sarah Jane Lovatt- Evening Standard

Christina Borg- Sunday Times

Mick Brown- Daily Telegraph

Neil Spencer- The Observer

Gary Crowley- BBC London

Gavin Martin- Daily mirror

Mark Ellen- The Word

Julia Kuttner- freelance

Neil Norman- freelance

Nick Constance- freelance

Jim Shelley- Daily Mirror

Ben Marshall- The Guardian

Nick Tesco- Music UK

Karen Mason- London Focus

Ralph Dartford- North London Press

Kailas - Trebuchet magazine

Annie Day- Index

Jane Gazo- music towers.com

Robin Denselow- The Guardian

Michael Horovitz- freelance

Neil Fox- freelance

Michael Watts- freelance

John May- The Generalist

photographers: Dave Bennett, Marcus (Richard Young associate)

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### **Book Reading and Signing**

Borders of Oxford Street. Details were confirmed several times by telephone and email. Unfortunately the store had not promoted the event as agreed, so it was postponed and re arranged.

A2 posters were displayed in the shop, plus a banner in the window and leaflets at the tills. It was also on the store's website. It was well publicised. There were displays of the book on the ground floor as well as in the music section.

Chris requested screening equipment to run a dvd of Joe as a backdrop to his reading. This was operated by and provided by the store.

### **Q.I and Blackwells in Oxford**

Chris did a reading and signing, plus a Clash themes party at Q.I in Oxford.

Q.I requested showcards and posters. We asked Ann to provide them, which she did.

### **Liaison with Chris Salewicz**

Daily and frequent liaison with Chris Salewicz, by email and phone.

### **Photography**

Chased up photographs from the book through Caroline Hotblack, Ann Bissell and Chris Salewicz for various publications, including the Daily Mirror, NME and Daily Record.

Sent jpeg of book jacket to various publications. Realised we had not been sent an update for the title change.

Ann Bissell said she did not have updated version. I contacted Trevor Dolby and he arranged for a revised jpeg to be sent immediately. The correct version was then issued.