



# Live TV - Movies - Hard Rock Café

## How did a Fort Smith band get there?

### It all started with a good Press Kit!

## Bio & Press Kit Workshop

Workshop Facilitators: **VERONICA & DAVE JOHNNY** of **THE JOHNNYS**

Potential dates are: **Dec 26/27, Dec 28/29, Dec 30/31 or Jan 2/3**

**Day 1 - 1-4pm:** Press Kit Basics    **6-9pm:** Image & Marketing, Photo Shoot  
**Day 2 - 1-4pm:** Photo Shoot, PK    **6-9pm:** Press Kit Completion & Review

### What to expect:

- one half hour photo shoot (of artist - with or without instrument)
- Four edited photos in High Quality & Web format + all unedited
- Assistance with writing bio & formatting content for Press Kit
  - A USB drive with Press Kit (Word) and Photos (jpeg)
  - One printed colour Press Kit (1 page double sided)

### Who can participate?

**Musicians / Traditional Teachers**  
**Artists / Models / Actors / Anyone**

We are looking for **people to participate** in this workshop in **Fort Smith, Hay River, Fort Simpson, Yellowknife** and any other NWT town with interest. We are looking for **organizations to fund this workshop, to make it FREE TO PARTICIPANTS** and accessible to youth, aboriginal people and communities.

Contact [info@thejohnnys.com](mailto:info@thejohnnys.com) or 416-801-5240