

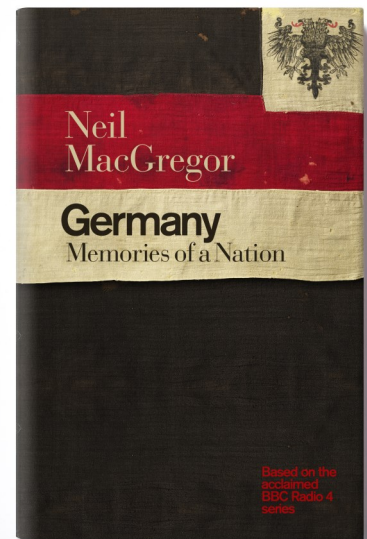
# Germany

Memories of a Nation

Neil MacGregor

6 NOVEMBER 2014

PUBLICITY AND MARKETING



## PUBLICITY

**\*\*THE MAJOR BBC RADIO 4 SERIES HAS STARTED\*\***

**This six-part series running in the 9.45am 'Book of the Week' slot, with a repeat later in the day, will run right up until the book's publication at the beginning of November.**

**Discover more and listen [here](#)**

**Press launch** took place at the British Museum for the Radio 4 series, exhibition and book, with Tony Hall (Director General of the BBC) on Thursday 11 September, with follow up pieces in [the Guardian](#) and [The Independent](#)

Interview with Neil by Simon Schama appeared in the [FT Weekend Magazine](#) on either 20 September

Bryan Appleyard wrote a big piece about Germany in the Culture Section of [the Sunday Times](#) on 21 September, mentioning the book

Neil MacGregor was on **Radio 4's [Start the Week](#)** on Monday 22 September, with other guests including Hilary Mantel.

Interview with Neil MacGregor ran in the [Radio Times](#) on Tuesday 23 September

The [Daily Telegraph](#) ran a feature on the back of the Radio Times article.

The [Daily Mail](#) also ran an article on the back of the Radio Times piece

Feature appeared in the [Guardian Saturday Review](#) based 10 objects on Saturday 27 September

[The Observer](#) ran a piece on the back of the Guardian article

[The BBC](#) ran a piece about Oktoberfest and drinking vessels in the British Museum on 29 September

## STILL TO COME...

Interview with Neil by Matt Elton for **BBC History Magazine** for the November issue, out early October  
Fiammetta Rocco at the **Economist** is very keen to cover all 3 projects and is doing a big piece for the 10<sup>th</sup> October issue.

Neil MacGregor will deliver [The Cheltenham Literature Festival Lecture](#) on Sunday 12th October

## **\*EXHIBITION OPENS\*** at the British Museum: 16 October

**Major review coverage** of the book expected on publication in all key newspapers and magazines. **The Observer** has already asked Antony Beevor to review the book and **The Independent** has lined up Rebecca Morrison. **The Literary Review** has confirmed it will review as well.

Neil will do a select number of **broadcast interviews** in connection with the book in November. AHC to contact **R2's Simon Mayo** and **BBC TV's Newsnight** – details to follow.

**BBC Radio 3's In Tune programme** around German music will broadcast live from the British Museum on 17<sup>th</sup> October.

On Saturday 25<sup>th</sup> October there will be an [event at the British Museum](#) – a curator's introduction to the Germany exhibition.

Neil MacGregor will be giving a talk at the Emmanuel Centre, Westminster, London with the [How To Academy](#) on 10<sup>th</sup> November: *The Daily Telegraph* is the media partner for this event.

We expect the book will be chosen as one of the **Christmas Books of Year** in all the key papers and periodicals.

NB: The film **Night at the Museum 3** is partly filmed at the British Museum and will open on 18 December.

## MARKETING

We will have **dedicated newsletter space** and **signed copies** to give away in the British Museum members' October newsletter. The British Museum has over **70 000 members**, and **150K** subscribers to their newsletter. The BM members are huge fans of the author. We'll also offer bundle prizes of **tickets** and **MacGregor titles**, plus other 'German' books offered to Penguin and BM customers and social media followers

### **Retailer private view of the exhibition: 9 October**

We can help key indies create great displays in store, by offering other titles with a German theme, such as accessible classics and key history titles, in addition to other books by Neil MacGregor.

Together we'll create and share content as part of a **joint social media plan** (dates and details tbc): '10 things you didn't know about Germany'; film content to include a promo trailer and behind the scenes look at the exhibition. We will maximise and amplify any publicity around the exhibition as well, and as part of this, across the BBC, BM and Penguin we'll mutually own the hashtag **#memoriesofanation**

**Times Culture Plus breakfast event** with Neil on **22 November**: The BM will host an exclusive breakfast event for Times Plus members. All attending will hear a talk from the author, get a tour around the exhibition with curators, and receive a signed copy of the book.