



Press/Media Release

When you have a show opening, a new body of work, an award or other newsworthy information, you should send out a Media Release to the appropriate outlets. Keep a database of your local and regional newspapers and radio stations. Also send to organizations of which you are a member (PA Route 6 Artisan Trail, Your Visitors Bureau, Artisan Guilds, etc).

- Keep on hand your own template, with your logo/masthead at the top and your boiler plate at the bottom.
- Always write in 3rd person
- Keep it short (1 page maximum) and send only when you have real news to share.
- Always get someone else to proof read
- Double check dates
- Send photos or graphics and properly tag with Title, Artist name, Photo credit

The **basic** elements of a Media Release include:

Date/Location: Write the date of your release and your location. Indicate “For Immediate Release” if it should be sent out immediately.

Headline: Make it descriptive, clear, and attention grabbing. The headline should also include key words for search engines (for online posting). Keep it short, capitalize the first letter of each word. **DO NOT CAP ALL LETTERS**—you might as well be screaming at your reader

Opening Paragraph: This is a synopsis that describes and summarizes the event. Emphasize important elements, using key words, in a few sentences that give the basics: Who, What, Where, When, Why.

Body: A few paragraphs which expand on the opening paragraph with details, descriptions and explanations. The body should always include the most important information first and the least information towards the bottom (if the news outlet needs to shorten your release for use, they trim from the bottom up).

About You: You may want to use the last paragraph to include a sentence or two giving background information on your organization or company or biographical information if this is a solo project.

Your Boiler Plate: At the bottom of all of your news releases include your name, (artist, sculptor, potter, jeweler, etc.), your organization if applicable, contact information (phone, post address, email), website. You may also want to include your mission statement.