

Getting your Art in the news: Preparing releases for the media

- At the top - your logo/ name and *Press Release* heading

- Date of issue

- Headline (highlighted) and with a verb in it

- Embargo (if really necessary)

- Copy should be (1 ½ to 2 spacing)

- Paragraphs short – usually one sentence

- Plain English

- Subject must be clear and no arts speak!

- Paragraph one – must know

- Par two – need to know

- Par three – nice to know

- Quotes – use quotation marks and always to a named person with first and surname and job title

- Contact details at the end – name, address, mobile, landline, fax, email

- Note to news editor with additional information, like a photo call

And remember.....

- Grab the attention of the reader. Think of an interesting news angle when starting the release. Pitch the release to appeal to the largest possible audience.

Six golden rules

- target the release well
- write it in plain, simple English
- adopt the simplest message
- the shorter the better
- present it professionally
- make the message immediately clear