

# PRESS RELEASES<sup>1</sup>

When writing your release, look it over for the five Ws and one H:

<b>WHO</b>	Who is the press release about?
<b>WHAT</b>	What is the specific event or newsworthy item? Describe it.
<b>WHERE</b>	Where is it taking place?
<b>WHEN</b>	When is it taking place (or when did it take place)?
<b>WHY</b>	Why is this event newsworthy?
<b>HOW</b>	How can you be contacted or how can they get more information?

## GENERAL GUIDELINES

- **Have a great headline.** You may want to tailor your release headline for specific areas or publications. Remember that the news needs to be newsworthy to that particular media entity. A thought-provoking headline can make a writer take a second look.
- **Paper.** You can send a press release on copy paper, but make sure it is white.
- **Send email.** Sending press releases via email is perfectly acceptable. Send it in plain text (for easy insertion) and do not include any attachments or photos.
- **Stick to business.** Absolutely no funky fonts or design elements. Your press release should get right to business.
- **Double space, keep it short.** Double space your press release and try to keep it to one page. If you need a second page, type “MORE” at the bottom of page one (as noted on sample) and put a header in the upper left of page two that connects it to page one. Releases are written in paragraph form making it easy for someone to pull information from it and quickly write an article. If your release is online, even better! Sections can be copied and pasted with very little effort.
- **Content.** Publications are pressed for time and space, so arts often get pushed aside. If you can relate your story and to something going on in the community or in current events, you will have a much better chance of a newspaper covering you and your work. Themed exhibitions or exhibitions of a specific media might have a special appeal to certain publications (like those for wildlife art, local art, clay). Consider all of your options, not just the usual art outlets.
- **Don't write in generalities.** Make sure your release contains beneficial information that is new, different or trendy.
- **Include a quote.** Quotes, pulled from your artist statement, can be made up by you or can be from someone else that has written about you or your work.
- **Double check.** Look back over the content of your press release, biography, and other materials. Is there anything in it that would make a reader stop and say, “Wow! That’s really interesting.”? Is everything 100% accurate?

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<sup>1</sup> This information originally appeared in *Press Kits for Visual Artists*, now part of the ArtBizCoach.com Shameless Self-Promotion class.

### ALTERNATIVE HEADLINES FOR THIS RELEASE

If sent to his alma mater: "School of Art Alumnus  
Receives Prestigious Award"

If sent to another city: "Artist Becomes First in State  
to Receive National Award"

### WHAT FIRST

In general, the most important information is first and you should try to keep releases to one page.

## FORMAT FOR PRESS RELEASES

FOR IMMEDIATE RELEASE

CONTACT: Arthur Jackson  
(405)555-3850; info@arthurjacksonart.art

### Local Artist Receives National Award

OKLAHOMA CITY, OK, August 10, 2002—Oklahoma City artist Arthur Jackson was recently awarded the National Prize for Artistic Excellence from The Foundation for the Arts, based in Washington, D.C.

Jackson was among the more than one-thousand artists who applied for the award, which was given to six artists in five states. The awards committee cited Jackson's commitment to the craft of painting as well as his efforts to further arts education in the community's public schools as founder of the non-profit Artists for Action. Jackson is a painter and collage artist who creates large-scale, colorful works that include recycled materials. He has said, "The colors found in my collage-paintings are saturated and brilliant and are intended to convey my general happiness about life and the act of creating. I want viewers to have this same feeling."

Jackson graduated in 1979 from the University of Oklahoma with a Master's of Fine Arts in painting. He has shown his work in galleries around the State and is represented by Contemporary Fine Arts in Tulsa. His work can be seen in the collections of the Oklahoma City Museum of Art, the Fred Jones Jr. Museum of Art in Norman, and the Mabee-Gerrer Art Museum in Shawnee. His *Caryatid IX* (1996) graces the entrance lobby of the Bank of Oklahoma City at the corner of 2<sup>nd</sup> and Maple Streets.

The Foundation for the Arts awards the National Prize for Artistic Excellence to mid-career artists who have achieved a certain amount of recognition in their home states, but are not nationally known. The Prize carries with it a grant in the amount of \$15,000, which can be used for anything to help the artists further their careers.

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You can find more information and a complete press kit online at [www.arthurjacksonart.art/presskit](http://www.arthurjacksonart.art/presskit). For more information on the prize and the other recipients, visit [www.foundationforthearts.art](http://www.foundationforthearts.art).

The headline should create interest and sum up the text that follows it. In this instance, the word "local" says that it has a link to the community, while "national" shows it can be tied to a larger scene.

City and state of release in all caps, followed by date. First paragraph restates the headline.

Provides some background on the organization with which the event is associated.

All caps.

Allow good-sized margins for a reporter to make notes.

Immediately shows the significance of the event, describes the work, and gives a quote.

Biographical information is relevant to this news item.

Industry standard. Signifies the end of the release. If you have to use more than one page, put "MORE" on the bottom of the first page in place of ###.

# SAMPLE PRESS RELEASE

**NEWS RELEASE**

## **ARTHUR JACKSON**

894 N.E. 29<sup>th</sup> Street • Oklahoma City, OK 73162 • (405) 555-3850  
info@arthurjacksonart.art • www.arthurjacksonart.art

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FOR IMMEDIATE RELEASE

CONTACT: Arthur Jackson  
(405) 555-3850; info@arthurjackson.com

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# SAMPLE MEDIA ALERT

**MEDIA ALERT**

## **ARTHUR JACKSON<sup>2</sup>**

894 N.E. 29<sup>th</sup> Street • Oklahoma City, OK 73162 • (405) 555-3850

info@arthurjacksonart.art • www.arthurjacksonart.art

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CONTACT: Arthur Jackson  
(405) 555-3850; info@arthurjackson.com

FOR IMMEDIATE RELEASE

### ARTHUR JACKSON

what Twenty-five paintings by Arthur Jackson on exhibit.

where Contemporary Fine Arts  
1600 S. 58<sup>th</sup> Avenue  
Tulsa, OK 74107

when Opening reception: Friday, September 5, 2003, 6 to 8 p.m.  
Exhibit continues through October 4, 2003  
Gallery hours: Monday-Saturday, 11 a.m. to 6 p.m.

who Arthur Jackson, who received the National Prize for Artistic Excellence last year, paints large-scale, abstract collage-paintings. His colors are saturated and brilliant and are intended to convey his general happiness about life and the act of creating.

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Photos available upon request. You can find more information and a complete press kit online at [www.arthurjacksonart.art/presskit](http://www.arthurjacksonart.art/presskit).

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<sup>2</sup> Media alerts might also be known as fact sheets or tip sheets and should be titled "Fact Sheet" if included in a larger press kit. Sent by themselves, they are usually addressed to calendar editors.