



## **Press Releases 101**

Press releases can be a great way to share information about your business, your art, and your upcoming Artburst Studios show with your community newspapers, online newsletters, and TV media. You might think, “Will they want me and my art?” and our answer is “Yes!”

Why? Media outlets are always in search of content. In an effort to build and maintain their audience, it is imperative that they fill available spots on TV, in the newspaper, in newsletters, on podcasts, and on social media.

All traditional media types include hard and soft. Hard news refers to politics, business, breaking news, and topics that are timely and urgent, whereas soft news focuses on entertainment, human interest, art, etc. You most certainly fit within the “soft” news category.

You can create your own release or use our handy dandy template by simply plugging in your information anywhere you see blue, then sending it out to a media list, considering their submission deadlines.

If you do not have a media list (most of us won’t), read on!

## **Building a List**

1. Jot down a list of local media outlets. If you live in a large market, it’s best to consider smaller publications versus the big traditional media since the larger channels get more requests. Regional papers, community papers, and even HOA newsletters are a great place for a soft news piece like this. That being said, if you know a local reporter, give them a call, too.
2. Once you have your list of media outlets, add the submission instructions. Often there will be options to “submit release” or “share story” on the site’s “Contact Us” page. Smaller sources may only include a direct email address for submissions.
3. Finally, update your list to include deadline submission details.

## **Send Out The Release**

1. Follow the instructions each media source gives you when submitting the release. Most media sources don’t have the time or energy to do their own deep research, so sending them organized, relevant information (including a headshot, pics of your work, phone/email that you can be reached at, etc.) increases your chances of being published. If it is a TV or digital source and you have a good video, you can send that along as well or advise them you have it.
2. Most reporters will call you for more information. Stay positive. For example, say, “It has been my greatest joy and passion to create art and share it with the world. I can’t wait

to show you more of my work. Can I send you some other examples? Or would you like to come see me in my studio?"

Avoid sharing insecurities or unknowns. For example, do not say, "Doing this is a lot of work and with the price of paints these days, I am not sure if I can even continue."

Follow-up questions will likely be straightforward - "How long have you been an artist? How did you get started? What is your favorite part about being an artist?" If they ask you a question you don't know, it is best to say, "I don't know. Can I think about that and get back to you?" and then ask them for a deadline. After the phone call, you can email or call them back with additional info. It's better for them to leave something out of the article than to include something that is incorrect.

3. When the article is printed, use it to your advantage. Add it to your resume, share it in our private FB group so we can celebrate with you, send it out in your next newsletter, post it on your social media, and add it to your next blog.
4. Try using our sample release, or feel free to take a stab at writing one of your own. If you need help, we will cover writing content/releases during one of our upcoming Zoom sessions or on Facebook.
5. Keep all the media contacts you collect and periodically send other information to them. It takes time to build relationships, but over time you'll gain the trust of media contacts, and they may begin to turn to you when they are looking for additional content to share.
6. Remember, you are planting seeds. While you may not get an immediate response from sending out releases, you'll be surprised what happens over time.