

HELP

How to Write a Press Release

HOW TO WRITE YOUR PRESS RELEASE

Self-promotion plays a big part in the success of any business. Publicity generated by press releases is free, and often the coverage is far more extensive than anything you could have hoped to say in an ad. Here are some steps to help you write your press release:

1. **Sit down and think first!** Ask yourself why you are writing a press release. In this case, you are letting the press know that you will be putting on an exhibit/event/performance that is free for everyone to attend. You are letting them know you have won a grant to do this and that you are a qualified artist. You want to persuade people that they should really come and see your art.
2. **Print the words "FOR IMMEDIATE RELEASE"** in the top left or right-hand margin in all caps. Follow this line with relevant contact information: name, title, address, phone number, e-mail address.
3. **Create a headline** and center it in bold type just above the first line of the body of the press release.
4. **Create a dateline** - the first line of the body of your press release - that includes the city where the release is generated and the date usually in italics (*Staten Island, New York: Thursday December 8, 2005:*).
5. **Make certain the first paragraph includes all the vital information:**
 - Who** is the artist?
 - What** is the exhibit/event/performance?
 - When** does it take place?
 - Where** will it take place?
 - Why** is it being put on?
 - How** can I find out more information?
6. **The next paragraph should go into further detail about what is being put on.** Include some background information on yourself and/or the group in this or the next paragraph. Include the sentence provided to you for COAHSI's funding credit. You should also include a quote from yourself or a supporter of your work. This person should ideally be a community leader or related to the arts or government in some way. *In other words, don't quote your mom!*
7. **Wrap up the last paragraph with a "for additional information" line,** a place to find more details. A website can be a great source of information if it's up to date and accurate. If you don't have a site, you can list www.statenislandarts.org. Be sure to include a phone number as well.
8. **Center three number signs, # # #** at the bottom of the page to indicate the end.



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**- SAMPLE PRESS RELEASE -
(logo here)**

FOR IMMEDIATE RELEASE

Contact: Contact Name
Phone Number ° Email Address

PRESS RELEASE TITLE HERE
SUBTITLE LINE HERE

Staten Island, New York: Date: Follow the date with a strong and catchy sentence. Be sure to include the WHO, WHAT, WHEN, WHERE, WHY, and HOW briefly in this paragraph. Its important to include admission price and contact information.

A paragraph about your project goes here. What are audiences going to see? What is the format, or the plot? Two or three simple descriptive sentences are all you need.

A paragraph about your company and/or people involved in the show goes here. You can include a short history of your organization as well as your concise mission statement.

Use your discretion to decide what is important, or what best describes your organization. You can also reiterate the venue and admission details, and provide an address. If you have a good quote from a reputable critic, publication, artist, or organization, you can end with that for greater punch. You can also ask an arts, government, or community leader that is familiar with your work to provide a quote for your press release.

For performance projects: Keep in mind, that unless you have well-known performers in your production, listing names may not be the best usage of space.

The last paragraph should include a one sentence wrap-up. Credit any funders or sponsors. (For COAHSI, use the “mention of support” sentence from your contract). Include your contact information and admission costs again.

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Tips

Attach a photo with your emailed or mailed press release. Be sure that the resolution is 300dpi, not from the web which is around 72dpi. If being faxed, include a sentence that says “Photos available” before the release begins (under FOR IMMEDIATE RELEASE is typical) **Make the photo’s title the photo credit if you need to include one.** (Photo By: John Doe)

Once your press release is written, make sure you take the time to edit it carefully! You must be sure that all facts relating to your news or event are correct, that you’ve provided the correct contact information in your press release, and that you’ve answered any questions you would anticipate members of the media having. Be sure to spell-check and have at least one other person read through it. Some smaller papers will just copy and paste your release right into their layout!