

Publicity Tips for Grant Recipients

Press Release

Heading: Name of Organization

Address

Contact Person and Phone/ E-mail

Today's date

Copy: Begin ¼ down the page with "For Immediate Release"

Lead: First paragraph should include who, what, where, when and how.

Body: Include further details in decreasing order of importance. If space is tight, stories are cut from the bottom up. Give facts, not opinions.

In dealing with the press, remember that they are professionals doing their jobs.

Recognize that they have constraints and deadlines. Help them get their jobs done. Be selective when you ask them to send a reporter/photographer to you. In the meantime, send them as many good releases and photos as you can. Credit your sponsors!

Public Service Announcement

Radio and television stations will air PSAs which can be used to disseminate specific information in a short period of time. They can run a ten-second (20 word), a twenty-second (50 word), a thirty-second (75 word), or a sixty-second (150 word) PSA. Do not send them a press release, send them a radio spot.

Photographs

Pictures do a great job of capturing a reader's attention. Whenever possible, send or attach good photos with your releases or follow up photos with a three or four line identification caption (who, what, where, when, for more information call:). Photos don't have to be black and white- color is usable. Try to avoid line up shots and group shots unless taken by a professional. For example, if you want publicity for your musical group, one or two musicians taken up close will do. If you're advertising a reading program for parents, use a close up of a parent and child. For a community dance, an action shot of a few people dancing is better than a group shot of the gym. For individual artists, use their publicity photo. For an annual event, send or attach the previous year's photos with the releases. **NOTE: If you take videos of your event(s), be sure to share a video link with the Arts Council- we'd love to post your activities on our website!!**

A Comprehensive Publicity Plan

Put together a publicity plan early. Include many tools: Press releases, photos, PSAs, posters, flyers, etc... Give your information to schools, churches, Chambers of Commerce, fire departments, restaurants, laundry mat bulletin boards, Facebook, Twitter and the Arts Council. The rule of thumb for informing the public is: **Tell them, tell them again, tell them in a different way, remind them of what you've told them...and...tell them one more time.**

DON'T FORGET TO REGISTER YOUR EVENTS ON THE COUNCIL'S ON-LINE CALENDAR AT WWW.CHENANGOARTS.ORG