

HOW TO SUBMIT A PRESS RELEASE



- ## 1. Determine the timing of the press release

 - Coincide the release with your planned Youth Art Month events.

- ## 2. Write your press release

 - Use the Word template CFAE provides as a starting point for your press release.
 - Use the headline and the first paragraph to sell your event and/or content.
 - Check your press release for any errors.
 - Type or paste your content directly into the body of an e-mailed press release – journalists may delete e-mails with attachments because they take too long to download and may contain viruses.

- ## 3. Research and identify local media outlets

 - Daily newspaper in your community: Contact the City Editor or the editor in charge of the section that relates to your content.
 - Weekly newspaper: Editor
 - Magazine: Editor or Managing Editor
 - Radio stations: News Director or PSA Director (if sending a public service announcement)
 - TV stations: News Director

- ## 4. Follow each outlet's submission guidelines

 - Send your press release in the format that the publication wants to receive it.
 - Note that you may be able to submit to a publication via its website.

- ## 5. Include relevant media such as photos or videos

 - Utilize a service such as Dropbox or Box, or state that photos are available upon request.

- ## 6. Target newspapers, online newspapers or other media outlets in geographic areas where you want to advocate for visual art education or promote Youth Art Month events

- ## 7. Submit press release to key players in your state

 - Send your press release via fax, e-mail or snail mail.

- ## 8. Follow up by phone

(adapted from wiki How to do anything – How to Submit a Press Release)