### 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)