

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)