

# HOW TO SUBMIT A PRESS RELEASE



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

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

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- ## 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.

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- ## 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

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- ## 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.

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- ## 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.

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- ## 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

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

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

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- ## 8. Follow up by phone

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