

**Art at Work 2009: Tacoma Arts Symposium**  
**Session: Get Your Name in the News**  
**Presenter: Whitney Keyes**  
**November 14, 2009**

**Agenda**

1. Speed introductions
2. Media myths and fears
3. Day in the life of a reporter: news
4. Press release basics
5. Three simple steps to publicity success
6. Resources
7. Q&A

**1. Speed introductions**

- Name
- Art focus
- Publicity goal or question

**2. Media myths and fears**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- Others: \_\_\_\_\_

**3. Day in the life of a reporter**

## **EXERCISE 1: NEWS**

Think: about all the news options you have to “hook” the media

Exercise: brainstorm ideas; come up with one news angle for each of these:

1. New, unique and different (All “green” jeweler)
2. Special event or stunt (Art gallery opening)
3. Current affairs and timely trends (Art budget cuts)
4. Testimonial (What art critics/customers think)
5. Edgy and competitive (Documentary-style photographer vs. do-it-yourself)
6. Sponsor contest or award (Biggest sculpture in Seattle)
7. Holidays (Valentine’s Day Heart Art)
8. Lighthearted (Humor, philanthropy, kids, and pets)
9. Show and tell (How to, top 10 list, 5 tips, photos, graphics)
10. Survey and research (9 out of 10 people like ceramic vases better than glass, people spend over \$500 on art in their homes each year)

## **4. Press release basics**

### **EXAMPLE 1: "Basic" Art Press Release**

#### **Local Artist's Work On Display At Chatham Street Cafe**

Raleigh-Durham-Chapel Hill, NC (September 29, 2009) - Vinita Jain, a local artist specializing in acrylic and pastel painting, will be exhibiting her work at Chatham Street Café & Catering through Monday, October 26. Chatham Street Café & Catering is located at 140 E. Chatham St., in the heart of downtown Cary, N.C. Jain will exhibit mostly soft pastels along with a few acrylics, marking the first time she has exhibited her acrylic work.

A native of India, Vinita Jain has lived in North Carolina for more than 10 years. As a child, art was a passion of Jain's, and she was first introduced to pastels when she came to N.C. Jain took courses in drawing and color theory at Meredith College and since has taken pastel workshops from renowned artists. Influenced by impressionists such as Edgar Degas and Vincent Van Gogh, Jain works mainly with soft pastels but has recently begun working with acrylics.

"The body of the work I am exhibiting at Chatham Street Café contains all of my recent works and works from the past few years," said Jain. "This exhibit shows my journey from purely representational to semi-abstract and then pure abstract form of art. As with most of my previous works, the emphasis is laid on color, repetitive strokes and a sense of movement."

#### **About Vinita Jain**

A native of India, Vinita Jain has lived in North Carolina for more than 10 years. As a child, art was a passion of Jain's, and she was first introduced to pastels when she came to N.C. Jain took courses in drawing and color theory at Meredith College and since has taken pastel workshops from renowned artists. Influenced by impressionists such as Edgar Degas and Vincent Van Gogh, Jain works mainly with soft pastels but has recently begun working with acrylics. For more information, visit [www.vinitajain.com](http://www.vinitajain.com).

#### **About Chatham Street Café & Catering**

Chatham Street Café & Catering is located at 140 E. Chatham St., in the heart of downtown



## **6. Resources**

### **Sites & Services**

- PRWeb
- PRNewswire
- PR.com
- HARO
- 24-7pressrelease

### **Sample Releases**

#### 1. Artist News Release

Headline: Local Artist's Work On Display At Chatham Street Café

<http://www.1888pressrelease.com/local-artist-s-work-on-display-at-chatham-street-cafe-pr-152426.html>

#### 2. Partner Organization News Angle

Headline: Local artist displays talent designing Chamber award

<http://pressreleases.kcstar.com/?q=node/11488>

#### 3. Controversial/Political News Angle

Headline: Local Artist Directs Shoot of Gay Marriage "Photo-Fable" in Forest Near Chicago

<http://www.pr.com/press-release/178058>

#### 4. Business News Angle

Headline: NBA Team Kings unveil billboards designed by local artists

<http://sacramento.bizjournals.com/sacramento/stories/2009/10/19/daily13.html>

### **Whitney Keyes Productions LLC**

- Workshops and seminars
- The Biz Bite Blog: <http://blog.seattlepi.com/thebizbite>
- Books: PR Tips for Small Businesses (Authors, Artists, etc.)

## **7. Q&A**