

FOR IMMEDIATE RELEASE

Women's Caucus for Art/New Hampshire Chapter

Date

Contact: Project Leader, phone number, email address

Headline

[Note: The headline should be on the short side, preferably catchy. If you need to include something longer, put a subheadline on the next line, in italics, no bold.]

*[Body – this should be double spaced. The body text should **ALWAYS** be written in the third person. Avoid the use of “we.” The release should sound just like a newspaper article. This is not the place to thank anyone. When you write a press release, think of yourself as a reporter. Try to phrase things in a positive way; avoid negative words. Newspapers cut from the bottom of the release, so all essential information needs to be close to the top.]*

Town, State [e.g. **Concord, N.H.**]—Start your first paragraph with a “hook,” a line or two that gets the reader interested. It should be attention-getting but also relate to the actual information. Next, include all the information the reader **needs to know**. For instance, for an exhibition you should include the title, the venue, the dates the show will run, the date and time of the opening reception, and that the reception is open to the public. If for a fundraiser (like “Food and Fiddles”) be sure to include that proceeds from the event will go to support *[whatever]*.

In the second paragraph, you start “telling the story.” Here is where you can expand on the purpose of the exhibition or the project. In this and subsequent paragraphs, explain (still in your “reporter voice” – no “we”) more of the information that will make the exhibition or the project interesting to other people and make them want to attend. If the press release is going out after the event, talk about some of the things that happened and why those things are important. *[If the release is being sent as an attachment or by snail mail, indicate that there are more pages by typing the following at the bottom of the page. Try to avoid breaking a paragraph.]*

– more –

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Middle paragraphs are a good place to put in a few quotes. Ask key players in the show or project to talk about the value of the project, the theme of the show, what's in it for the community, etc. etc. It's OK to clean up the quote a little bit (remove the “ums” and make complete sentences) as long as you get permission from the person you're quoting. Quotes are good place to acknowledge people (just don't say “We'd like to thank ...” as though it were an Oscar speech) and to introduce opinions, such as why the show is important, or cool, or whatever it is. Be sure to include the person's full name (spelled correctly) and what position they hold in WCA/NH if any. If you're quoting someone from an exhibition venue, or a juror, or someone from a partner organization (like the Circle Program, for instance), it's especially important to be sure to include complete and accurate information from them.

[Note: It's helpful to include the names of anyone from that newspaper's town who are included in the exhibition. For instance, Concord residents should be named for Concord show, Bedford residents for Bedford shows, etc. This helps the newspaper make a connection to their readers. This isn't always possible, but keep it in mind for when you can work it in.]

[Note: Every WCA/NH press release should have information about WCA/NH in the last paragraph. This should be standard language, along the lines of the following]

WCA is a national organization for artists, art historians, students, educators, and museum professionals, which creates community through art, education, and social activism. The New Hampshire chapter promotes advancement of women in the visual arts through professional networking, educational programs, and exhibition opportunities. To learn more about WCA/NH visit www.wcanh.org.

At the end of the press release, indicate you are finished, center the following on a line by itself:

#

[Note: It's always a good idea to include a photo with the press release. The best photos have PEOPLE in them (this is what newspapers want). They should not be holding drinks. The photo should be clear. High resolution is better than low resolution, although newspapers can sometimes manage with low resolution photos. Publications with better quality printing (like magazines, ads, brochures) need high resolution photos. Be sure that ALL PEOPLE and ARTWORKS are correctly identified in the photos. People are usually listed from left to right (be sure to include the words "From left" or "clockwise from the top" or however you're listing them). Be sure all names and titles are spelled correctly. For artwork, include the medium and the size.]

[Note: Nobody ever gets it right the first time (seriously, NOBODY) so be sure to get someone else to proofread your press release before it goes out. Check for:

- *Spelling*
- *Punctuation*
- *Correct names, positions, artwork titles, especially for the venues*
- *Days, dates and times*
- *WCA/NH branding: include our logo, mention the organization in the first paragraph, and include the final paragraph about WCA/NH*

It's not that hard once you get in the swing of it. And I'm always happy to help.]