

## How to write an effective press release.

Many of the techniques you use to write an effective CV can also be used to write an effective press release. The key is to provide just enough of the most important information to engage journalists that will encourage them to contact you for further information.

### Important information to include:

- Headline – normally the exhibition title
- The venue address and contact details for general public / visitors (NB This may not be the same as the contact person for press queries)
- Dates
- Opening times (NB When you are advertised as being open you MUST ensure the exhibition is open and fully viewable)
- The artist(s)

### The detail

The language and tone you use here is crucial to the success of your press release. It may seem right to approach your press release in the same way as an exhibition handout or curatorial statement, but this is unlikely to be the case. You should be conveying different information to your intended audience and to press contacts. Think about the kind of publication you are contacting, e.g. is it print-based or web-based; does it have a visual art specialism; what sort of stories does it typically run; what type of artists might it typically feature; does it have a focus or particular interest that you could highlight in your release? The detail should be mainly factual.

### Do

- Supply accurate up to date contact details.
- Check all dates and times are accurate.
- Make it as coherent as possible. At g39 we are great supporters of plain English.
- Make it as succinct as possible, if the newspaper or magazine are going to write an in-depth article, they will probably contact you for more information.
- Human/ Local interest is a great selling point to local press. Try and use this to your advantage without obscuring the main message.
- Remember that the reader will not have seen the work so a description of some of the pieces will be necessary for clarity.
- A simple PR should be followed by a more in-depth PR and an invitation closer to the event.
- Be ready to supply images on request.
- Identify your reader and if necessary, write more than one version, a press release to local press will differ greatly from one for Frieze magazine in language and tone (this does not mean that the Frieze one needs to use longer words or be more obscure).

### Don't

- Write more than one side of A4.
- Patronise or underestimate your reader.
- Be tempted to pad out the press release if it already says what it should.
- Ramble
- Use art speak.