



How to send out a news release

At the West Kootenay Regional Arts Council, we'll be sending out a news release (also called a press release or media release) to newspapers throughout the Columbia Basin. This will promote the tour in general.

We also encourage you to create buzz for your specific venue by sending out your own news release to local papers.

[Click here](#) to download a news release template. Also consider these tips:

Timing

Some papers print daily, and therefore need less lead time. Others print every two weeks. Therefore, research the papers you'd like to send your release to and make sure to send your release as early as possible, according to their schedule.

Style

You're writing for the general public, so keep your language clear and easy to read. Don't use jargon that the average person may not understand.

Your goal is to pique curiosity—to get people to read the whole article and then to decide to come to your venue. So make your release compelling.

Keep your release concise: one page maximum. (See "Format" below.)

Use third-person pronouns: for example, "she," "he" or "they." Don't use "I."

Content

Keep in mind who/what/where/when/why. For example:

- Who is the artist, group or organization that your venue focuses on?
- What is the tour itself about? (See the template for suggested wording.)
- What is your art, group or organization about?
- What will people see or do at your venue?

- Where is your venue?
- When does the tour take place? (See the template for suggested wording.)
- Why should people attend your venue?

Present the information in this order:

Email subject line: Keep it simple and clear as to what the release is about: the tour and your venue.

Page heading: If you have a logo, put it in the heading, along with “News Release.” (See the template.)

Date: Provide the date that you send out the release.

Headline: Provide a short, attention-grabbing headline.

Subhead: Expand upon the headline by briefly explaining what the event/venue is.

Timing and location: Write FOR IMMEDIATE RELEASE so that the papers know they can distribute this information to readers at any time. Also write the location that the release pertains to.

First paragraph: Include the essentials of the who/what/where/when/why, in only a sentence or two. Make it engaging so that readers will want to read more.

Body paragraphs: Provide more details about the who/what/where/when/why. Include a quote from yourself (the artist/venue organiser) to add a personal touch.

Call to action: Within the body paragraphs or at the end of the release, include a call to action encouraging readers to find out more about your venue and the tour on cbculturetour.com and its social media accounts (see the template for suggested wording), plus through your own website and social media. Also encourage them to visit your venue during the event.

Boilerplate: This provides information like who puts on the tour and who its funders are. Use the language provided in the news release template.

Photos: Provide a cutline for each of your photos. (See “Photos” below.)

Contact: In the body of the release, you may provide contact information so the public can contact you directly if they have questions. Also provide your contact information at the end of the release so the paper can contact you if they need more details: this information shouldn't be printed in the release itself, so won't go public.

Format

Keep the text at 11 or 12 points, in a plain font such as Times New Roman or Arial. Increase the line spacing to 1.15 or more.

Keep it visually appealing and clear, with bold headers, bullet points if desired and short paragraphs.

Fit the release on one page if possible.

Put the release in the body of the email, plus attach a pdf of it.

Proofing

Proof your release carefully. Don't rely on spellcheck as it may get things wrong.

Photos

Include a couple of high-quality photos in jpg format.

If the photos are large, consider using something like Dropbox and providing a link to them.

If they're reasonably sized, attach them to the email. Don't make them too low-resolution, however, or the paper won't be able to use them in print media.

Who to send it to

[Click here](#) to view a list of media contacts in the Columbia Basin. Contacts and outlets may change, so research your own local outlets to ensure you have the current information.

You may also send the release to your local arts council, tourist board and anyone else who may be interested and could help promote your venue.

Examples

There are many examples of news releases online. Here's a site that offers several:

- ereleases.com/press-release-sample/write-press-release-for-art-exhibition

Expectations

Keep in mind that the paper doesn't have an obligation to print your release. If it decides to, it may print the release exactly as you wrote it, alter it slightly to suit its needs, or even contact you to write a more fulsome story that really highlights the tour and your venue.

Tell us!

If a paper does print a story about your venue, let us know by emailing a link to the story to communications@wkartscouncil.com and we can spread the word even further!

We hope this helps!