

Art Walk Press Release Overview

Priorities for inclusion in press releases:

- First time Art Walk artists
- First time venues
- What's especially newsworthy – first time show by an artist, shows by children/students, special one-time exhibits – special group showing
- Priority in *all* PlacerArts PR is given to artists who are on the Artist Directory with images

Typical PR schedule:

- 3-4 weeks prior: Calendar Listing and Overview – generic
- 2 weeks prior: Detailed press release with “what’s new”, featured music, etc.
- 2 weeks prior: Press releases for The Arts Building Gallery and OLAS exhibits
- 2 weeks prior: Regional press releases, (i.e. featuring Roseville artist/s for Roseville Press-Tribune) for Roseville, Rocklin, Granite Bay, Loomis, Lincoln, Colfax – this helps ensure that an editor will see some reason to write about an Auburn event
- 1 week prior and Monday prior: “FYI” reminders

NOTE: Generally PlacerArts does NOT do artist-specific or venue-specific press releases unless it is especially noteworthy, i.e. a student or other special group show.

SAMPLE PRESS RELEASE FOR THE AUBURN ART WALK

[Date Sent: 2+ weeks prior to event] **March 24, 2014**

FOR IMMEDIATE RELEASE

CONTACT: *[Artist's Name]* **Joe Smith** *[phone #]* **(555) 555-5555** or email: **jsmith@whozits.com**

[HEADLINE IN CAPS, CENTERED, CAN BE TWO LINES]

JOE SMITH TO SHOW AT *[VENUE]* AUBURN AQUARIUM

Applegate artist, Joe Smith, will participate in the Auburn Art Walk presented by Placer Arts on **Thursday, April 10, 2014**, from 6 to 9 p.m.

Smith, who specializes in glass sculptures of tadpoles, will have a broad selection of his work on display and for sale. These pieces, which range from earrings to doorstops, earned him mention on the *Simpson's* television show recently. His masterpiece, "Tadpole Pirouette," can currently be seen atop the Auburn Clock Tower.

"I feel tadpoles exemplify the essence of life, always about to become something else," says the artist. "Lucky for me, many people have embraced my theory of tadpoles."

This is the first time that Smith's works will be seen in the Auburn Art Walk, which is sponsored by the PlacerArts, the Auburn Arts Commission, the Downtown and Old Town Business Associations. Brochures for the Art Walk are available at local businesses and the Arts Council office, 808 Lincoln Way, Auburn, California. For more information, call Joe Smith at (555) 555-5555 or PlacerArts at (530) 885-5670. Joe's other works may be viewed on his website, www.joesmithduzart.com.

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