



# ARTS MARKETING TOOLKIT



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## ART MARKETING TOOLKIT GENERAL RESOURCES

*What can the City of San Ramon help with if we are a co-sponsored group?*

### Activity Guide

The Guide is published four times per year by the Parks and Community Services Department. Co-sponsored organization's classes or events will be listed in the guide using the content you provide and which is agreed upon with your Parks and Community Services staff liaison. Advertising space can also be purchased.

### Flyer/brochures/postcards

Co-sponsored programs may also be included in specialty marketing pieces such as the presenting series brochure or postcards and flyers which will be distributed to all City facilities. Additional copies are usually available for the co-sponsored organization to assist with distribution. Flyers can also be included in the *Peach Jar* service which distributes information to our local schools.

### City Website

The Parks and Community Services Department and the City maintain online events calendars and specific web pages for posting events and classes. Information can generally be posted one month or more in advance of an event.

### City Social Media Platforms

The City of San Ramon and the Parks and Community Services Department participate in a variety of social media platforms such as Facebook, Twitter and Instagram. Provide content, including pictures or short videos, to your Parks and Community Services staff liaison at least two weeks before the event. Members of the co-sponsored organization should be encouraged to join these platforms and to promote others to join. Information can then be shared and distributed across a large network of people. Anyone can join by visiting the City's website at <http://www.sanramon.ca.gov/>.

### City Generated E-blasts

The Parks and Community Services Department maintains a variety of affinity e-mailing lists. Content is e-mailed on a regular basis and by request, to people who have opted in. Work with your Parks and Community Services staff liaison to develop content including pictures and a brief description of your event. Members of the co-sponsored organization should be encouraged to join the e-mail list and to promote others to join. Anyone can sign up for the San Ramon Performing Arts mailing list at <http://www.sanramon.ca.gov/Parks/theater/default.htm>

### Lobby Displays/ Posters

Your Parks and Community Services staff liaison can assist you with creating displays and posters for the community centers or performing arts center.

What can an arts organization do on their own?

There are countless online resources to assist organization with marketing their events and programs. The National Arts Marketing Project – <http://artsmarketing.org/> provides resources such as:

- Trainings and Workshops
- E-books
- Monthly newsletter
- National Conference
- Featured Articles
- Videos

The screenshot shows the website for the National Arts Marketing Project. At the top, there is a navigation bar with links for "Americans for the Arts", "Arts Action Fund", "National Arts Marketing Project", and "pARTnership Movement". To the right of the navigation bar are social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram. Below the navigation bar is a large banner with the "National Arts Marketing Project" logo on the left and the text "TOOLS & RESOURCES" in large yellow letters on the right. The banner also features a navigation menu with links for "Home", "Training & Workshops", "Conference", and "Tools & Resources".

Below the banner, there are three main sections:

- Tools & Resources:** A vertical list of links including E-books, FAQs, Featured Articles, NAMPRadio, Newsletter, News Items, Practical Lessons, Profiles in Creativity, and Video.
- ADVERTISE WITH US!** A section with the text "Learn more about web advertisement opportunities" and a link.
- SUBSCRIBE NOW!** A section with the text "Sign up to receive our monthly e-newsletter featuring exclusives in arts marketing and audience engagement!" and a link.

The **E-BOOKS** section is located to the right of the Tools & Resources section and features four e-book covers:

- THE TOP 50 TWEETS:** "The Top 50 Tweets from the 2015 National Arts Marketing Project Conference (NAMPC) Conference December 2015 NEW".
- MAKING SPACE:** "Making Space: Lessons on Artistic Intervention in Uncommon Places August 2014".
- THE FIFTY MOST POWERFUL TWEETS:** "The 50 Most Powerful Tweets from the 2013 National Arts Marketing Project Conference December 2013".
- LET'S GET WEIRD:** "Let's Get Weird: Lessons on How to Innovate, Motivate, and Take a Leap of Faith August 2013".

## BLOGS/WEBSITES

There are websites and blogs (a regularly updated website or web page, typically one run by an individual or small group that is written in an informal or conversational style) which are dedicated to helping non-profits and arts organizations with marketing and promotion:

- <http://www.nonprofitmarketingguide.com/>
- [www.fundraising123.org](http://www.fundraising123.org)
- [www.networkforgood.com/nonprofitblog/](http://www.networkforgood.com/nonprofitblog/)
- [www.activenetwork.com/blog/top-10-non-profit-marketing-blogs-to-read](http://www.activenetwork.com/blog/top-10-non-profit-marketing-blogs-to-read)
- [www.marketingfor nonprofits.org/](http://www.marketingfor nonprofits.org/)
- <http://www.classy.org/blog/10-marketing-lessons-for-all-nonprofits/>

## LOCAL CALENDAR POSTINGS

Resources to post an event include:

- Danvillesanramon.com
- KKIQ Radio Station-Hometown Happenings
- San Ramon Express
- Contra Costa Times
- SF Gate
- Fun Cheap SF
- San Ramon Patch
- Yelp Events
- Eventful.SanRamon.com
- Diablo Magazine
- Members.Sanramon.org
- www.eastbayexpress.com
- news24-680.com

## DIGITAL/ON-LINE ADVERTISING

Digital advertising is very targeted and can be quickly implemented. Many forms of digital advertising allow you to structure your audience very specifically – depending on the type of ad, you can choose by demographics, geographic location, and much more. Some types even allow you to target people searching online for an event you offer, or people who've already visited your website. Digital ads can include movement. Animation and even video is possible in many forms of digital advertising.

- Pay-per-click advertising

This type of advertising is sold through Google's Adwords, and it is essentially exactly what it sounds like – you only pay for the ad when someone clicks on it. Pay-per-click ads are extremely targeted, in that your ad is only shown to people who search on a keyword or phrase that's relevant to your organization. They can also be structured to limit your ad by geography.

- Display ads on Google or on specific websites

You can buy digital ads on Google that appear on more than two million websites collectively known as the Google Display Network. Such ads can be formatted as text, images, or even videos. They can be targeted by:

1. Placement: You choose which websites you want your ad to appear on, based on demographics or some other factor.
2. Contextual and topic targeting: This means your ad will appear on sites that are about a topic related to your organization, or feature relevant keywords.
3. Interest: This targets the person browsing the web rather than the subject matter of the website the ad appears on. In other words, Google serves ads to users most likely to be interested in them based on their past browsing behavior, regardless of what site they're currently viewing.
4. Geography: This limits your ad's reach to the geographic areas you serve.

In addition, you can sometimes buy digital ads from specific websites that host their own advertising. These can include but are not limited to:

1. Local news media: These ads can be bought on their own or as a part of a media campaign that includes ads on the news media in question – so, for example, a print buy in your local newspaper might include banner ads on the website.
2. Specialty industry websites: Some websites sell their own advertising, rather than running ads sold by Google.

#### SOCIAL MEDIA ADVERTISING

It's now possible to buy digital ads on virtually all social media platforms — from promoted tweets to sponsored stories. Social networks gather an enormous amount of user information, and you can use this information to more effectively target your audience – by specific or general interests that are self-reported, age, income level, geography, and even gender. Custom targeting is also possible on some platforms – for example, Facebook remarketing places a pixel generated by Facebook into your website's coding. The pixel then tracks the browsers of people who visit the site. When those people later visit Facebook, your ads will appear in their Facebook feed.

#### PRINT MEDIA ADVERTISING

Print media may include such things as newspapers, magazines, pamphlets, flyers or direct mail. Certain forms of print media allow for a high level of target marketing. Magazines, for example, tend to be highly specialized, so ads can be developed to appeal to a specific readership. Print media sources tend to have longstanding, loyal readership. People may read their hometown newspaper daily and may also subscribe to specific magazines for long periods of time. This frequent readership helps reinforce the advertiser's message or even develops an ongoing campaign that may cover multiple issues. Advertising in publications that have been around for many years can also lend credibility to the organization. The costs of print advertising vary greatly depending on the publication, circulation, number of insertions, quantities (if it is direct mail, flyers, handouts and so on), and a host of other factors.

Every publication you deal with has what is known as an Advertising Rate Card. It deals with everything from costs to specifications for print. Organizations usually have a choice as to where they place their ad in the publication. If the budget allows, you may choose the location that offers the highest visibility, such as the back cover of a magazine or above the fold in the newspaper. Newspapers also offer the flexibility to choose the desired ad size, such as a full page or quarter-page.

To create an effective print ad:

1. Focus on your headline. The headline is the single most-important element of a print ad. Be clear and concise and make sure that the headline dominates the ad so it can be quickly understood.
2. Shape your subheads. In addition to the main headline, a subhead can impart secondary information. The headline must grab readers, but the subhead can explain the event further. Not all ads require a subhead, but this element, generally set in smaller type, is there to give the reader additional information without cluttering up your ad.
3. Build your body copy. This is where you can explain your event in detail. Keep the body copy brief and include all the important details; location, date/time and ticketing.
4. Generate your graphics. The graphic element of your ad is there to attract the readers' eyes and interest them enough to read your body copy. The graphic element usually calls attention to, or complements, the headline — the two elements work together to create the overall ambience of the ad. Use compelling photographs or artwork.

#### RADIO/TELEVISION ADVERTISING

Because they are licensed to operate on the public airways, radio stations are required by law to operate "in the public interest." If your arts organization is a non-profit, you can receive free air time for your Public Service Announcement (PSA). To be granted free airtime, a nonprofit organization must demonstrate that it is an important and worthwhile cause and that its message is supported by or needed by a significant portion of the station's listener base. Your organization should put together a portfolio and short presentation outlining its mission and detailing why that mission is a good fit for a particular station. The radio station will also want to be sure that the public service announcement that will be run is both appropriate and professionally produced. Many stations offer to help produce and edit nonprofit spots as part of an offer of free airtime.

Local television stations can be an excellent way to get information out about your arts event or program. Monitor your local channels to see where your event might fit in. Do they have "weekend watch" segment listing local events? Is there a community talk show highlighting artists or events? When approaching television, you want to make sure there are great visuals for your story - high quality photos or a musical or sound bite. The key to getting great TV coverage for your event lies in helping the station create rich, visual content with shots that heighten the viewers' emotional responses.



## TWITTER

Twitter is a social networking site that allows users to share thoughts, links, pictures or videos. Each post is known as a 'tweet', and must consist of fewer than 140 characters, including hyperlinks to any articles, images or videos.

### SETTING UP AN ACCOUNT

1. Go to the Twitter website: <http://www.Twitter.com> website, where you will see a sign-up form in the top right corner of the homepage.
2. Enter your full name, Email address and a password. Click sign up for twitter.

## Join Twitter today.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

3. Twitter will suggest a 'username' based on the name you entered when you signed up. However, you can change this to a different name to reflect your business/organization, etc.

## Choose a username.

Don't worry, you can always change it later.

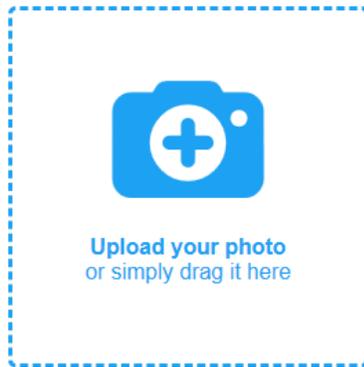
Suggestions:

[Skip](#)

4. Add a photo which will appear on your profile and next to your Tweet Posts. This could be a logo. Click Continue or Skip this step.

## Add a photo.

Show your unique personality and style.



Continue

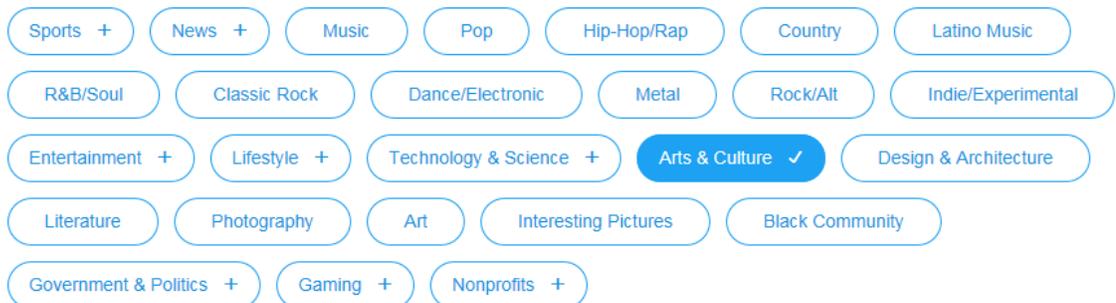
Skip

5. Choose some of your interests to follow and see relevant tweets. Click Continue.

## What are you interested in?

Continue

Search for something you like... +



6. Search users you would like to follow & click follow & continue.

## Make your timeline yours.

Follow 30 & continue

Follow some of the accounts below and you'll see what they share in your timeline.

City of San Ramon  x Q

 City of San Ramon @CityofSanRamon

Arts & Culture

Select all

 **Dwell on Design** @DwellonDesign  
New York / May 13-15, 2016 / ArtBeam  
Los Angeles / June 24-26, 2016 / LACC

7. CONGRATULATIONS YOU HAVE A TWITTER. Be sure to check your E-mail where Twitter will ask you to confirm your E-mail address.



## Final step...

Confirm your email address to complete your Twitter account. It's easy — just click on the button below.

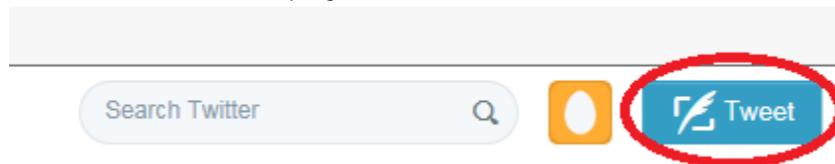
Confirm now

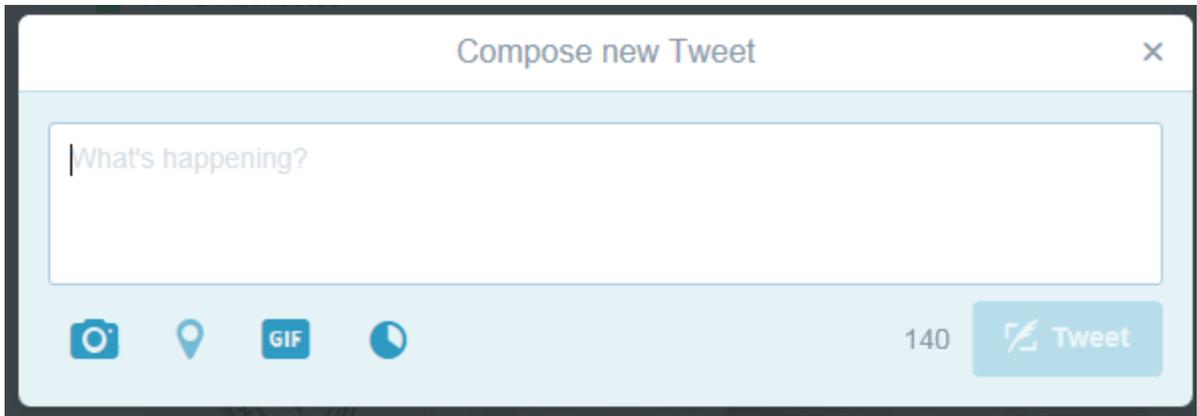
# Welcome to Twitter!

Check back here any time to find Tweets from people you follow.

## POSTING A TWEET

1. Click on the Tweet button in the top right corner.





2. Type your Tweet! Don't forget the 140 character limit. You can also add photo/video by clicking the camera icon.

#### Twitter Posting Tips

1. URL/Link shortener: A URL shortener will reduce the size of a link which will allow you to reduce the number of characters used in your tweet. Use the Google URL shortener at <http://goo.gl/>
2. Hashtags: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. Include the hashtag at the end of your tweet. For example #SRarts for San Ramon arts. You can include several hashtags. Users can search by hashtags so the use of them will increase the visibility of your posts.

#### RESOURCES AND HELP

Twitter FAQ: <https://support.twitter.com/articles/13920#>

Getting Started: <https://support.twitter.com/articles/215585#>

Twitter Help Center: <https://support.twitter.com/>

Twitter Tutorial for Beginners Youtube Video: <https://youtu.be/SBDYYGER5iM>



## INSTAGRAM

Instagram is not just a photo-editing app: It's a way to share photos to different social networks easily. Instagram is visual heavy, unlike Twitter or Facebook which are mostly text based.

### SETTING UP AN ACCOUNT

1. You can download Instagram for free on your iPhone, iPod, iPad, or Droid. Click on 'App Store' and search for Instagram. Once you have the app, you'll need to set up your account. You'll see a screen that looks like this:



2. Tap Sign Up which will bring you to this screen:



Enter in your information: you might want to use your twitter name as your username for consistency to make it easier for people to find you. Only add your phone number if you want people to be able to search their phone contacts and find your Instagram account that way. Do add a photo for your profile picture.

THE INSTAGRAM TOOLBAR:



(From left to right)

The House: Will take you to your feed where you will see what others are posting. You must 'follow' other Instagram Users in order for their posts to show up on your feed.

The Magnifying Glass: Where you can search by users and hashtags #'s.

The Camera: Where you post photos to your Instagram. More on that later.

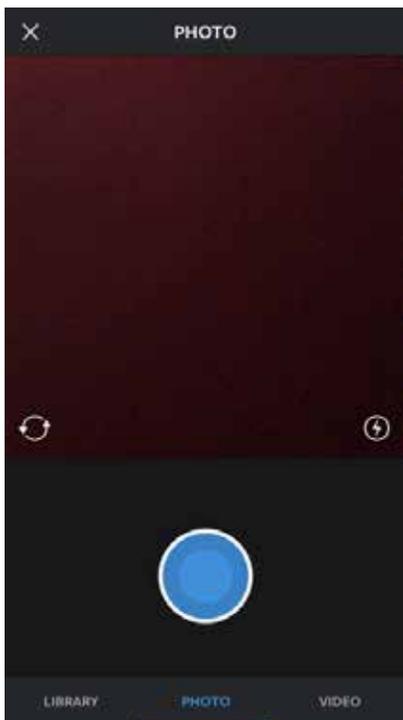
The Heart: Where you can see who has liked your posts as well as what other posts the people you are following like.

The Person: Will take you to your profile.

POSTING PHOTOS:

You can post photos directly from the Instagram app/camera for immediate use. You can also use pictures that have been previously taken that are stored on your phone/camera roll/picture library

3. Click on the center icon: The Camera (highlighted in blue in the above picture)

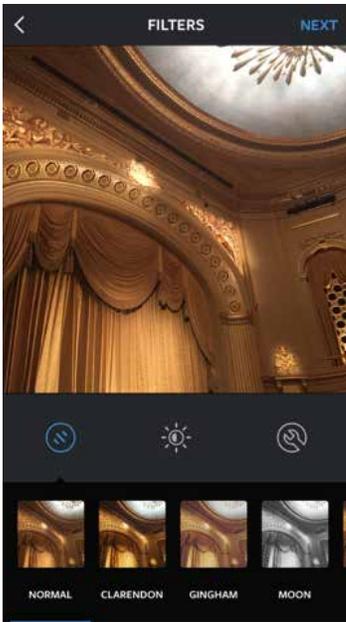


Library: You will access the photos/video already on your phone

Photo: You will access the camera through the app to take a picture

Video: Take a video

4. Either select a photo from your Library or take a photo. You will now be brought to this screen:



Here you can play around with your image. Choose different filters that will change the look of your photo, edit contrast, saturation, etc.

5. Once you are happy with your image, click NEXT. You will now be on this page and are almost ready to post your image.



Here you will write a caption to go along with the image you are posting. Don't forget to use hashtags!

You can tag people in the photo as well as add location, though these are all optional. You can also click on the other social medias that are linked to your account so you can post in multiple places. **CLICK SHARE TO POST.**

#### RESOURCES AND HELP

Instagram Help Center: <https://help.instagram.com/>

Instagram for Beginners Youtube Video: <https://youtu.be/0NpOIEKMNBw>



## FACEBOOK

Facebook is a social networking site that allows registered users to create profiles, upload photos and video, send messages and keep in touch with others. The site includes public features such as:

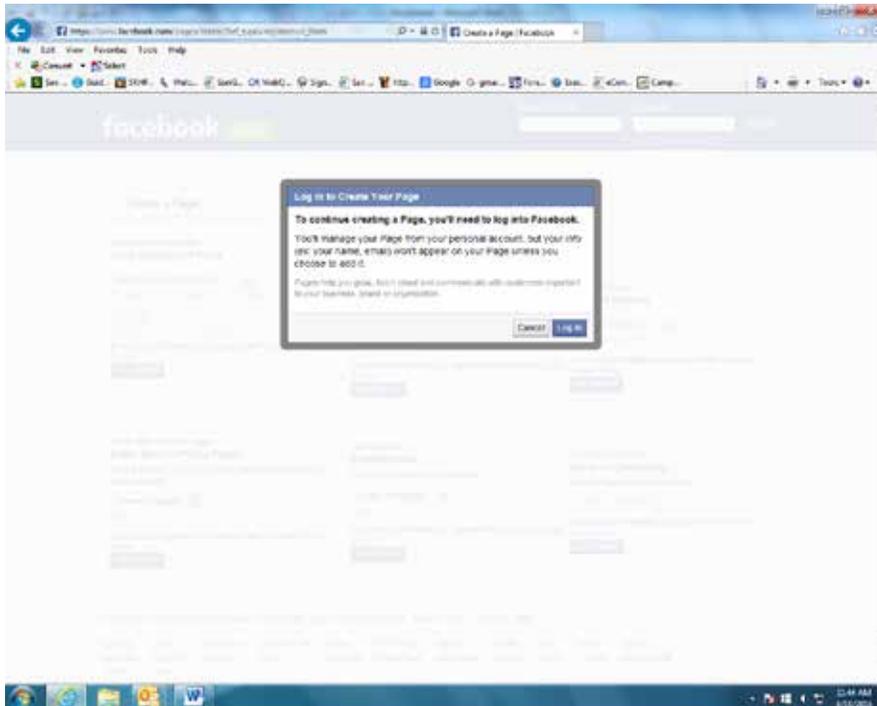
- Marketplace - allows members to post, read and respond to goods & services.
- Groups - allows members who have common interests to find each other and interact.
- Events - allows members to publicize an event, invite guests and track who plans to attend.
- Pages - allows members to create and promote a public page built around a specific topic.
- Presence technology - allows members to see which contacts are online and chat.

### SETTING UP AN ACCOUNT

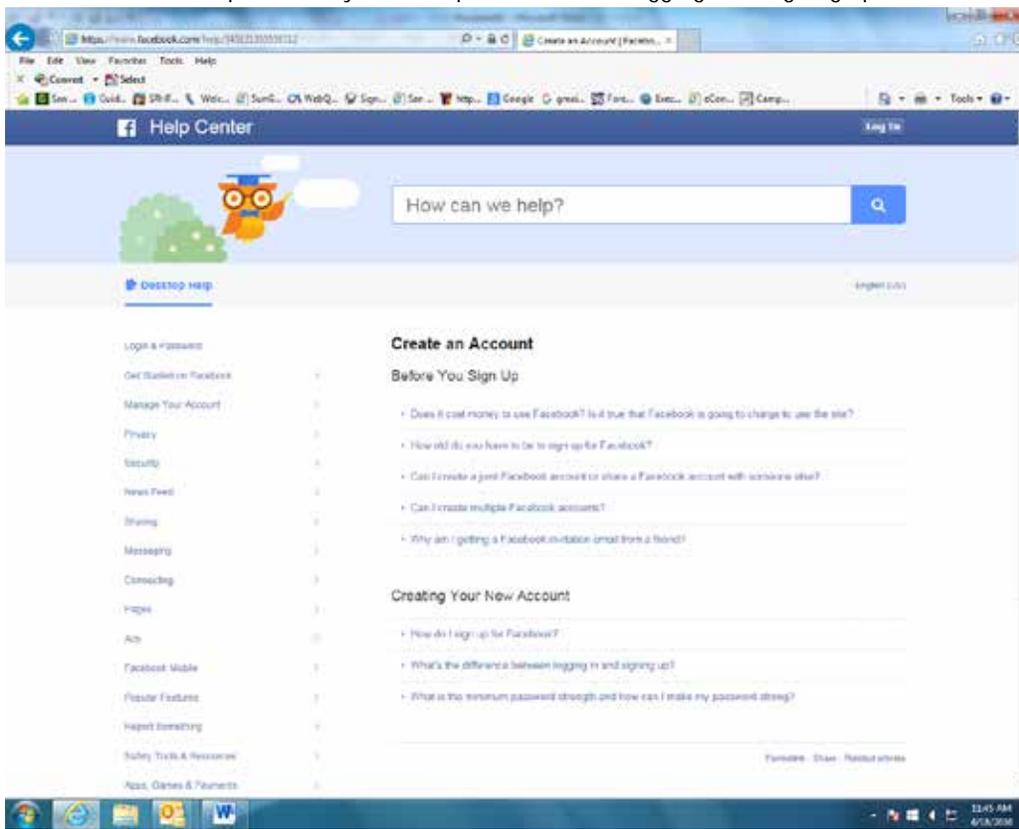
1. Go to the Facebook website: <http://www.facebook.com> where you will see different options to create a page.
2. Choose the right option (of the 6 pictured below) for your organization. Select the category that best represents your organization and enter the name or requested information.

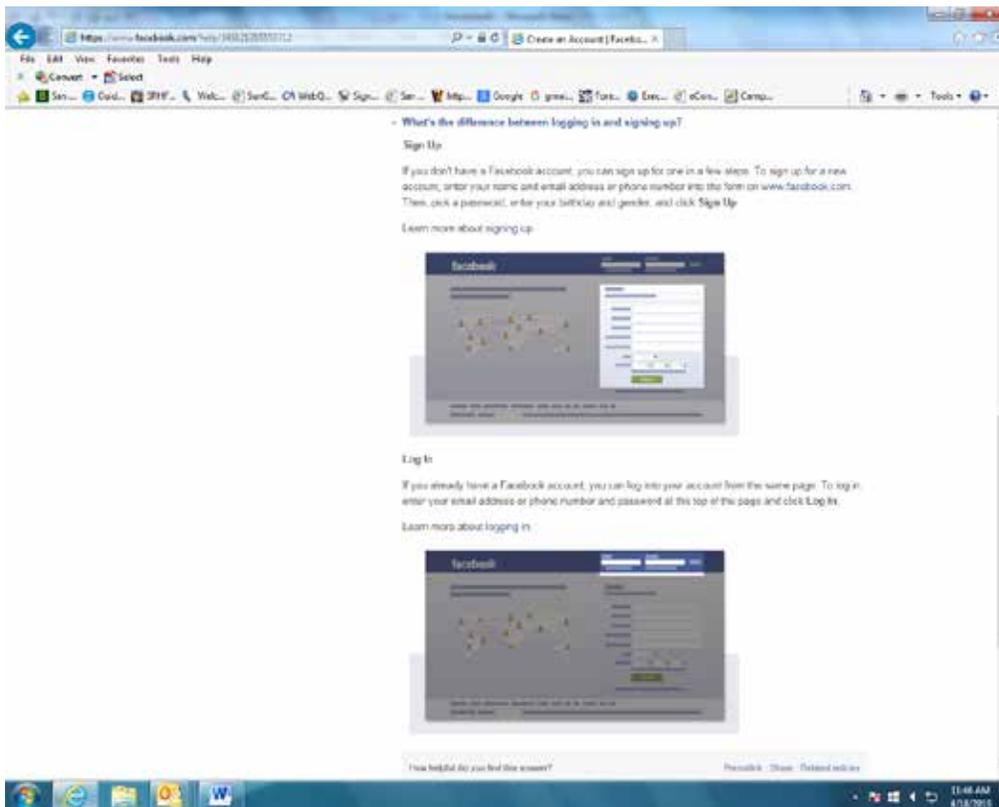
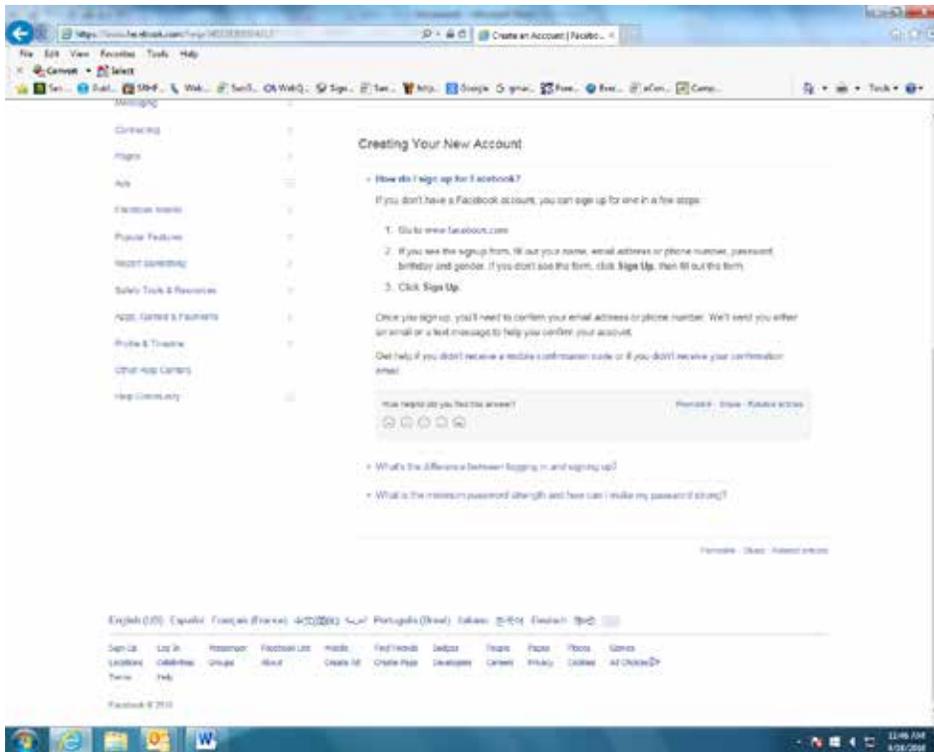
The screenshot shows the Facebook 'Create a Page' registration form. The page is titled 'Create a Page' and offers six options for page types: Local Business or Place, Company, Organization or Institution, Brand or Product, Artist, Band or Public Figure, Entertainment, and Cause or Community. Each option includes a 'Choose a category' dropdown menu, a text input field for the name, and a 'Get Started' button. The page also features a navigation bar with the Facebook logo and 'Sign Up' button, and a footer with various links and a language selector.

3. Log into Facebook using your personal account to continue creating your organization's page.

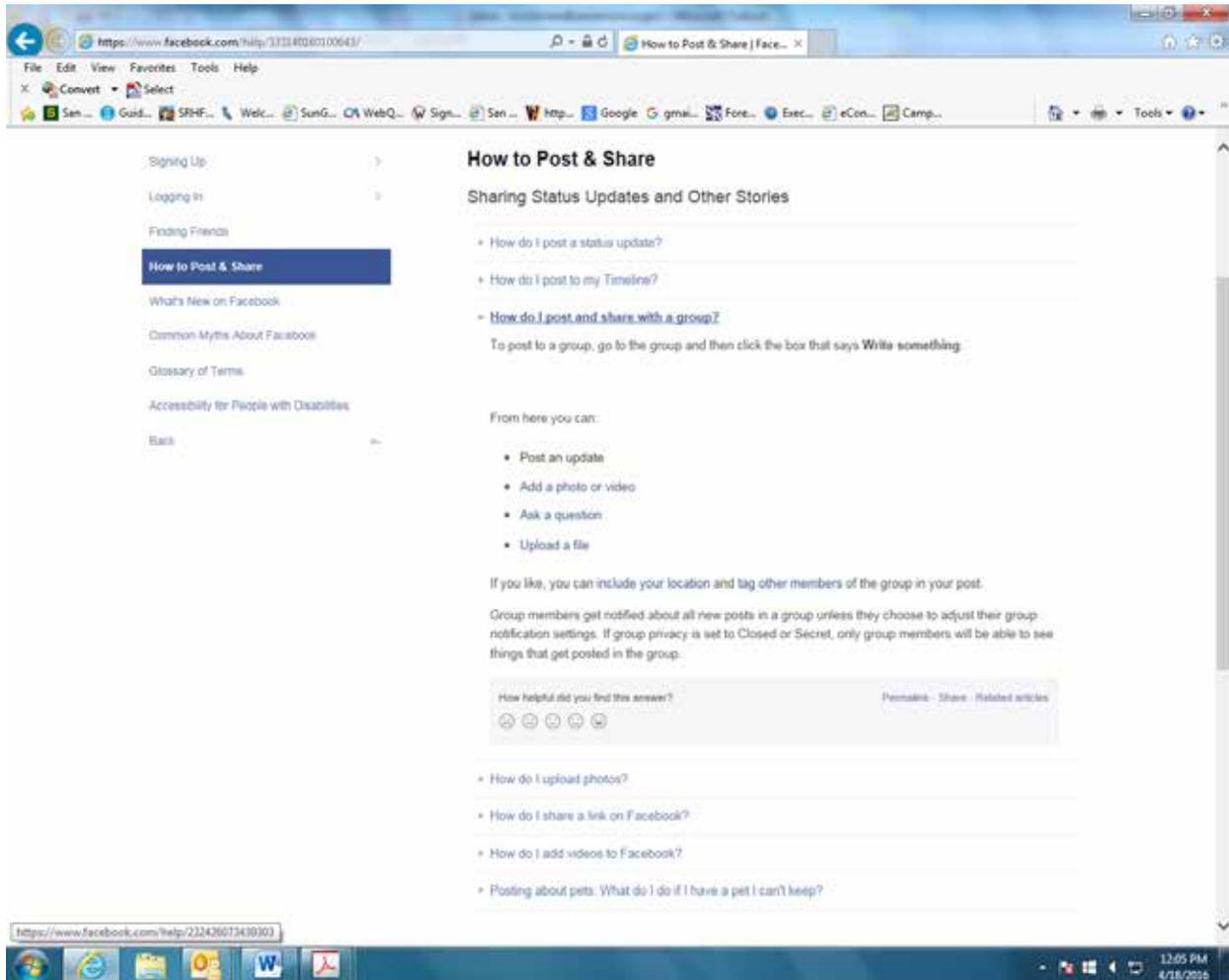


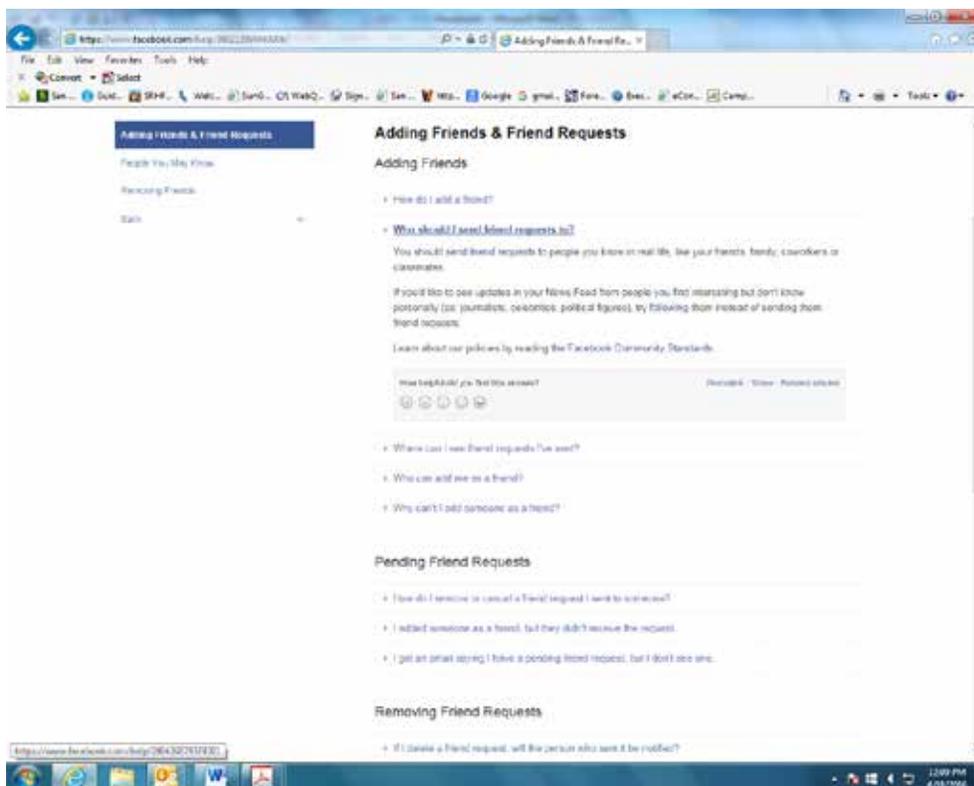
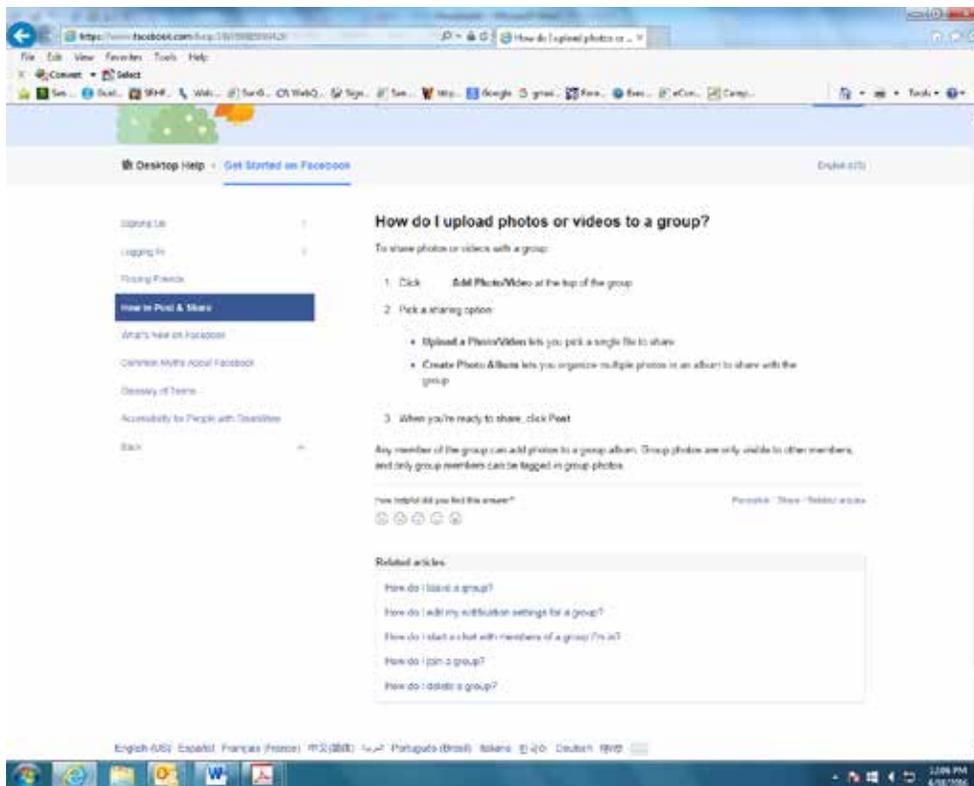
4. Visit the help center if you have questions about logging in or signing up.





5. If you need assistance posting, sharing, uploading, adding friends, creating events or offers on your Facebook account, review the below help topics and more available through the Facebook Help Center. See the below section: "Posting Tips" for more specific ways to maximize your social media impact.





Creating & Editing Events

How to & Responding to Events

Event Tagging

Operations

Event Privacy

Sharing & Promoting Events

Back

## Creating & Editing Events

### Creating Events

How do I create an event?

To create a private or public event:

1. Click Events in the left menu of your News Feed
2. Click Create in the top right
3. Click Create Private Event to choose between a private or public event
4. Fill in the event name, details, location and time
5. Click Create

You'll be taken to your event where you can invite guests, upload photos, share posts and edit event details.

Note: You're not able to change the privacy settings once you've created the event.

How helpful did you find this answer? Feedback Show Related articles

How helpful did you find this answer? Feedback Show Related articles

How do I invite people to my event?

If you're a host of an event, you can invite your friends to the event. Event creators are automatically listed as hosts.

To invite people to an event that's already been created:

1. Go to the event
2. Click Invite in the top right, below the photo
3. Search for and select friends to invite and then click Send Invites

As an event host, you can choose different privacy settings for who can see, join or invite guests to your event.

How helpful did you find this answer? Feedback Show Related articles

Creating & Editing Events

How to & Responding to Events

Event Tagging

Operations

Event Privacy

Sharing & Promoting Events

Back

## How do I share an event?

You can share an upcoming event as a status update or a private message. There are several ways to share an event:

- Copy the event's web address and paste it into a status update or message
- For some public events, you can also share them by going to the event, clicking , then clicking **Share Event**

You can extend the audience for your post before sharing it. Learn more about sharing with on Facebook.

Keep in mind that private events can't be shared in status updates.

How helpful did you find this answer? Feedback Show Related articles

How helpful did you find this answer? Feedback Show Related articles

**Related articles**

- How do I add directions to my event or a map of my event's location?
- How do I change my RSVP to an event?
- How do I unsubscribe from a Page's events?
- How do I export my events or friends' birthdays?
- How do I invite an event?

English (US) Español Français (France) Italiano (Italia) Português (Brasil) Italiano (Italia) Deutsch (Deutschland)

Sign Up Log In Messenger Facebook Lite Mobile Find Friends Settings People Pages Places Games Ad Choices/Do Not Sell My Info

Privacy Policy Cookies Help

Facebook © 2016

How do I add directions to my event or a map of my event's location?

To add directions to your event or a map of your event's location, make sure you've set your event's location as a Facebook Page that includes an address. Hosts of an event can add or edit the address at any time.

To add or edit an address:

1. Go to the event and click **Edit** in the top right.
2. Next to **Location**, add or edit the place or address.
3. Click **Save**.

Keep in mind that directions and a map may not appear if you just type in a physical address (ex. 123 Main Street) as your event's location.

How helpful did you find this answer? Permissions · Share · Related articles

Related articles

- How do I change my RSVP to an event?
- How do I create an event?
- How do I share an event?
- How do I tag an event as my location in a post or photo?
- How can I add more hosts to my event?

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Sign Up · Log In · Messenger · Facebook Lite · Mobile · Find Friends · Badges · People · Pages · Places · Games · Locations · Guidelines · Groups · About · Create Ad · Create Page · Developer · Careers · Privacy · Cookies · Ad Choices · Terms · Help

Facebook © 2018

Promoting Events

How many people can I invite to an event?

How do I create a Facebook ad?

You started creating your ad in ad creation.

To create a Facebook ad:

1. Go to ad creation and then choose an advertising objective.
2. Type in or select from the dropdown what you want to advertise. For example, if you choose the **Clicks to Website** objective, you'll type in the URL that you want people to go to.
3. Click **Continue**. You can choose to advertise your Page, business, website, event and then choose the audience, budget, images and text for your ad before placing your order.

Learn how to create an ad for your specific advertising objective.

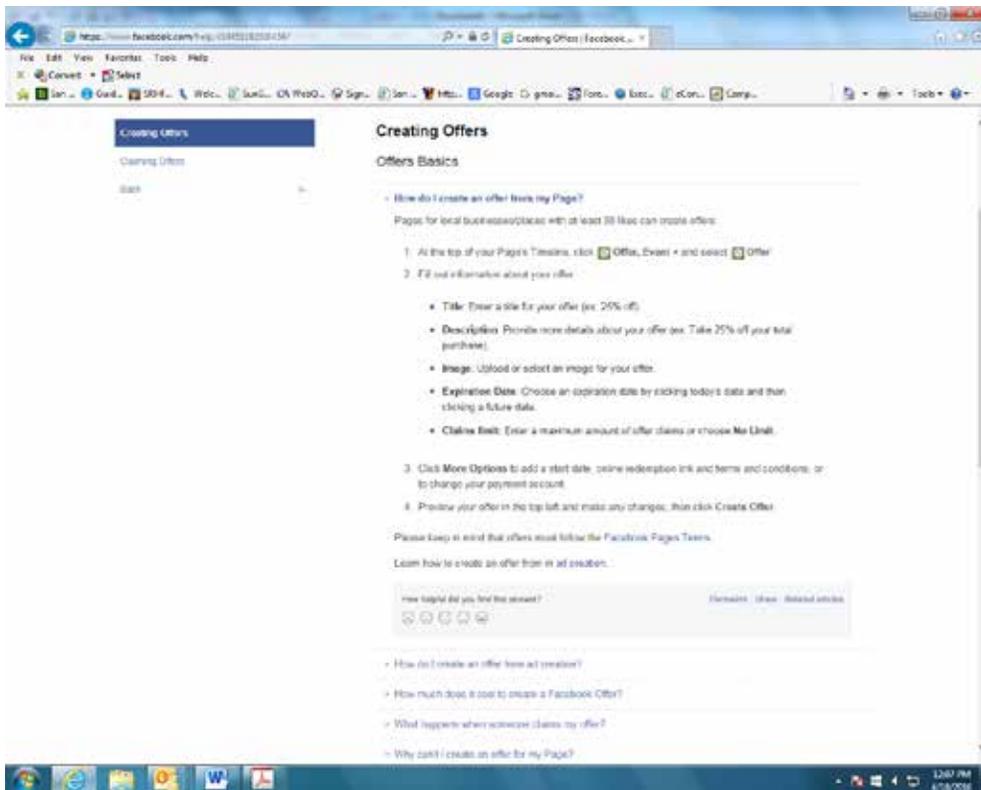
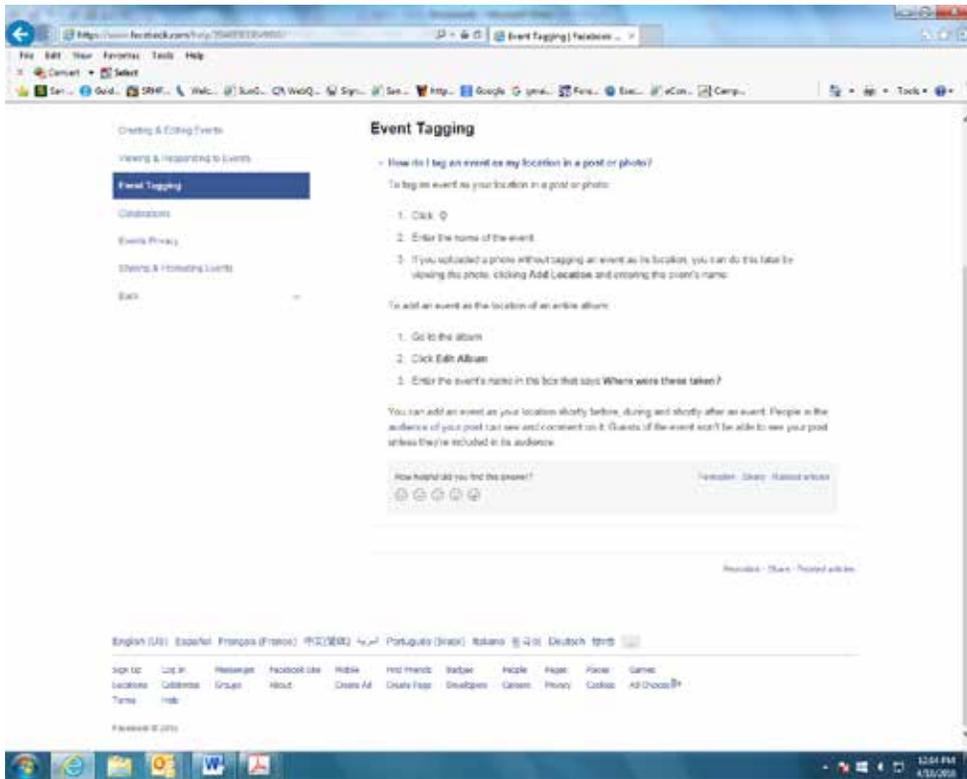
Note: If you choose the **Page Post Engagement** objective to boost your Page's posts, you'll only be able to choose from recent posts in ad creation. If you have an older post you'd like to create an ad for, you can boost the post from your Page or create an ad for it in **Power Editor**.

**Create an Ad**

How helpful did you find this answer? Permissions · Share · Related articles

Why can't I create a News Feed ad to promote an event?

Permissions · Share · Related articles



## **POSTING TIPS**

There are 4 main types of posts you can make on your page:

1. Text Only Posts (statuses)
2. Link Posts
3. Photo Posts
4. Video Posts

### **Text Only Posts**

This is the most basic type of post you can make to your page -- and probably makes up the majority of all posts in social media. Text only posts are quick & easy -- which is why they're so common.

Likes and Comments are the main goal in a post like this. You want engagement!

With text only posts, your main goal and motivation for posting should be to get people to comment and add their voices to the conversation.

The best way to do this is by asking short questions that require a short answer.

Keep in mind that I'd recommend limiting your post to 80-120 characters -- because anything longer lowers the chance that people will respond. (Especially since so many users are mobile only these days.)

### **Link Posts**

A "link post" happens when you paste a url in the status box and Facebook generates a thumbnail, title and description for the story.

Your #1 goal for link posts should be to get people to click on the link and visit the webpage (whether it's your own site or someone else's). The text portion of your update should be short and should include some sort of call to action to entice people to click the link.

Be careful though. If you put in too much information in the text portion, the user won't have a reason to click the link -- they'll already have all the information they need.

### **Photo Posts**

Photo posts have gotten very popular on Facebook pages recently in part because images just catch our attention so well in the News Feed.

Your main goal with posting a photo is to get engagement. You want your followers to Like, Comment and Share the photo with their friend and followers.

Just as with text only posts, your goal with posting a photo is to get people talking on your post. The increased interaction will result in your next post getting more visibility in the News Feed of your fans.

The catchier the image is, the more likely your engagement will be high.

### **Video Posts**

Videos are probably the least common type of post on Facebook. Most page owners just don't create a lot of original video content -- or if they do, they add it to YouTube and then share the link.

When you upload a video to your page, your goal should be engagement on the post -- not link clicks and not just views.

Your video needs to be informative, your original work (uploading something you don't own could get you deleted), and compelling.

If you do post the right kind of video -- one that's compelling to the target audience of your page -- you should see a good number of Likes, Comments and Shares of that video.

### **Now What?**

What you need to do now is plan out the types of posts you need to publish -- and when you should be posting them. If you don't have a plan, you don't know if you're succeeding.

Mix up these 4 types of posts so your page has a good flow -- and so people don't get bored seeing the same post types from you again and again.

Don't forget to use hashtags on all of the different kinds of posts as well!

## **RESOURCES AND HELP**

Facebook Help Center: [www.facebook.com/help](http://www.facebook.com/help)

Beginners Guide to Facebook Youtube Video: <https://www.youtube.com/watch?v=ewlC5p851KE>

## PRESS RELEASES

### Purpose of a Press/Media Release

A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Typically, they are mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, television networks and local bloggers. A press release can announce a range of news items: scheduled events, staff promotions, awards, new services, accomplishments, etc. They can also be used in generating a feature story. Reporters are more likely to consider a story idea if they first receive a release with all of the background information. It is important that press releases have a newsworthy attribute. Unlike other marketing communication, a press release's audience is not the customer directly, but will be interpreted by the members of the press for public distribution.

*Simple ways to create interest about a program is to give reporters an angle that will interest them.*

### How to Make Your Press Releases Successful

Writing and sending press releases is a process. There is not a guarantee when you write and send a press release that the media will act on it. Grabbing the attention of news editors is a difficult task, but there are some tricks to getting your release noticed.

#### *Targeted Releases*

You can choose just the outlets that are more likely to actually cover your story. For example if you are submitting information about arts programs publications like Diablo Magazine are more likely to show interest than Parent's Press. Select only those media organizations that would be most interested in your story.

#### *Make it Easy*

Reporters are busy and always on a deadline, making their job easy will increase your chance of getting coverage. Include a relevant contact person who will be available to answer questions. Use your headline and email subject line to accurately describe your information. Provide links to photos, graphics, videos, etc to assist them with putting a compelling story together. Keep your release short, to the point and engaging.

#### *Think like Their Readers*

Editors are looking for content that will appeal to their readership. Be sure to answer the question "who cares?" If the answer is clearly their readers you can bet that your information will get written about. Don't overstate or over praise an item, this is a turn-off for the reporters and will be a turn-off for their readers.

### Anatomy of the Release

1. Contact Information – Provide an easy way for the media to contact the person who can talk about the information in the press release.
2. Headline – A press release headline should be concise. It should contain a subject, active verb and clearly state your newsworthy announcement. Always use title case and never all caps. No web addresses should be included in the headline or punctuation of any kind. Use third person objective voice and make sure you include that it is in San Ramon (and not merely local)
3. Summary – The first paragraph of your release should summarize the main point of the press release. It should be 2 – 3 sentences long and allow readers to ascertain the newsworthiness of your information while skimming. Make it enticing to encourage the reader to continue reading the release.
4. Body – Divide the body of your release into short paragraphs. If the release contains several different items use subtitles (bold, increased font size) to call out the sections of the release. Quotes of stakeholders or previous customers can be included in this area generally in the first or second paragraph. Keep it focused to a single news event, offering supporting information in reverse importance from the top down.

### Guidelines for Including Visuals in a Press Release

Visuals are really a great way to get your press release noticed. But only if they are compelling! Good photos of a past event can increase the effectiveness of your press release and garner publicity. Due to the fact that most press releases are emailed it is important that you send them in a fashion that the media can access easily. Most news organizations remove or block email attachments to fend off computer viruses. The best way to include a

photo, video or pdf document is to include a link to that item. These items can be placed on our website and linked to from inside your press release.

**Timing of a Press Release**

Timing a press release varies based on the type of media coverage you are looking for. Generally you want to send the release two weeks prior to when you would like the publicity to take place for a local media outlets. Calendar information you would want to post up to three months in advance. If you are looking for local or regional magazine coverage (Diablo, Sunset) you will need a minimum of three months in advance and preferably longer.

