

Chapter 7 - Communications
A Press Release about Press Releases

Here is a sample of what your press release should look like.

FOR IMMEDIATE RELEASE

For more information, contact: Your Name
Phone
Email

HEADLINE: THIS CAN BE ALL IN CAPS – AND SHOULD READ LIKE A NEWSPAPER HEADLINE. NO HYPE, JUST THE NEWS, EXPRESSED IN A WAY TO GRAB ATTENTION.

City, State, Date -- Important information answering the who, what, where, when, and why of your story, expressed in the simplest way possible. Make sure the first paragraph summarizes your news clearly. It should be very straightforward and sound like news, never hype. Double spaced, or at least 1.5 spacing is best.

Add additional details in a second paragraph, going into some depth about the subject of paragraph one. A quote from yourself might be appropriate.

Your short bio should be here. Three or four short sentences at most, all about who you are, and, indirectly, why we should care.

The final paragraph should “wrap up” the story and tell them where they can learn more (your web site). If the release is about a show, this should tell them the address and where they can buy tickets.

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(This “###” indicates “the end”)

The older press release format would have your contact information at the end, not the beginning. Either is acceptable.

You should attach a photo as a .jpeg at 300 dpi, in CMYK color format if it's for print media, or 72 dpi and in RGB color format if it is for video or web media, probably 5” x 7” maximum, never larger than a megabyte.

Also Check Out:

<http://www.prnewswire.com/>

<http://www.prweb.com/aboutg.php>

<http://www.press-release-writing.com/>

Worksheet: Your First Press Release

Write a press release for yourself, announcing the next (or an imaginary) appearance you'll be making. Make sure you've formatted it properly, and that it follows the guidelines for good journalism, answering the questions of who, what, where, when & why we should be interested in the first paragraph, and designed in such a way that an editor could cut it off at the end of any paragraph and still have it read like a complete story. Send me that release.

(Note: No space for this here. Please do it in a separate document, as though you were really going to send it to a newspaper or media outlet. Use the sample release which follows this as your model.)

Worksheet: Communications Consistency

1. Collect all of the above listed items that you have (business cards through contracts), and look at them side by side. Do they all look as though they belong together, as though they've come from the same company? Do they all contain your logo? Is the type consistent over all of them? If you have a tag line, does that appear on them? Make yourself a to-do list of things you need to do in order to bring your basic materials all in line with one another.

Worksheet: Communication

1. Pull out the last piece of business communication you wrote. It might be an e-mail, a press release, a cover letter—it doesn't really matter. Go back and look at the checklists I just showed you, and see how closely your communications comes to matching what the lists suggest. Then re-write the communication based on what you've just noticed.

Worksheet: Social Networks

1. By now, I hope you've thought long and hard about who the people are who make up your market. Who sees your performances? Who hires you? Now think about those people, and which social networks they are likely to spend their time with. List the top three below.

2. Do you have an account on each of those networks? Do you have a business page linked to that account? If not, do some research (right on the social network site), and find out how to set up that kind of page or presence. Then go ahead and set up a page. Make sure your logo, graphics and type-faces are similar across all the platforms. Post something on each page. A welcome to those visiting that includes a photo of you performing makes a good start.

