

Presentation Packet

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In order to get your press release noticed, it is wise to make it stand out. Putting together a press kit can sometimes make or break your chance of getting a story. These are just a few tips on how to achieve a simple, elegant, but outstanding packet to get you noticed.

1. Above all – write an outstanding press release (see last issue of newsletter).
2. Make a fact sheet – it covers the who, what, when where, why – keep it to just the facts. Actually, you can even list out the five w's on the left hand side of the page with semi colons and then fill in the info. It is more of an outline form with the most important info.
3. History – a page that tells a little bit about your studio i.e., when you opened, where your from (especially important if you're a native to your city or state) why you opened, etc. Keep it to one page.
4. Pictures – some people are more visual and get that aha! feeling when they can actually “see” what you're talking about. Place photos together on a solid color paper and add some fun quotes. Color copy them to make it look professional.
5. Programming and Calendar (optional) - This one really serves a purpose only if you're doing something such as a fundraiser or summer schedule that lasts at least a month. The Calendar is self explanatory, the programming is what event you are doing each day and it's location.

Next, its time to put it together

1. Buy a cheap (.99) folder at your local office supply store – preferably a solid color.
2. Outside - Glue on a piece of colorful stationary that depicts art of some sort (normally just a small piece cut out in some fun shape – it shouldn't take up the whole front cover). Poke two holes in it so that you can tie on some cheap paint brushes with raffia or something. Get creative, this is just one example.
3. Inside – On the left have your picture sheet in front. On the right have your press release, fact sheet, and history in that order. If you can, cut the length of each page (on the bottom) so that you see the title of each page. It should look stacked.
4. Hand deliver – know who your giving it to! This comes from having a contact sheet with the name and info of all editors in your area. You can get their names and fax numbers on the newspaper articles they write. It is also useful to jot down a little bit about what they write about most. You wouldn't want to send a press release promoting your wine and cheese night to a movie critic. Ask that the receptionist place it on their desk if possible.
5. Pray it gets there. *wink* wink*
6. Follow up a week or two later. Now when you call you can ask, “you know, the one in a blue folder with the paint brushes on front”. You get the idea. Get creative and have fun, just remember to keep it simple.