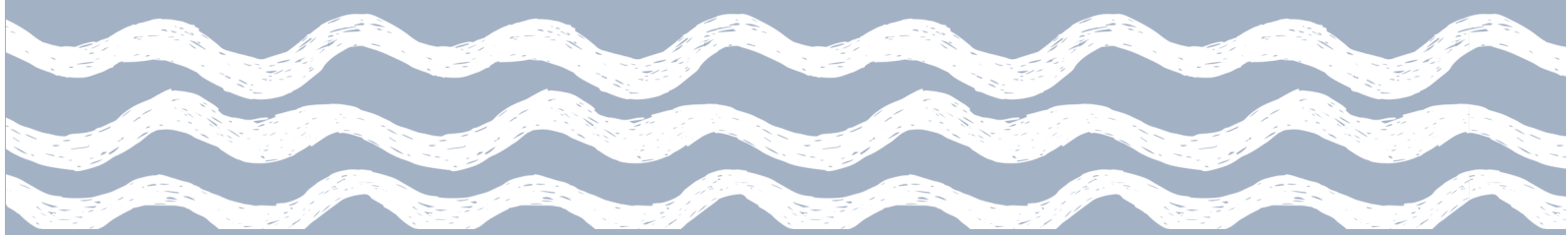


Arts Media CONTACTS

Running a Press
Campaign 2020



Your PR planner

Here we give you a potted guide to promotion essentials, distilled from our in-house expertise in achieving press coverage for regional, national and global arts events.

FOUR MONTHS AHEAD: GET READY

CHECK YOUR EXHIBITION TITLE AND DATES DO NOT OVERLAP WITH EXISTING ONES

Test the title of your exhibition, fair or event, and any hashtags you are planning to use in Google and Twitter to check whether there are any name clashes or date crossovers with other events. Performed early, this will help avoid any nasty surprises or blunders further down the line.

WEBSITE

Update your website with details of the show as soon as you can. Make sure all the listings information is accessible including opening hours, transport and links to maps. If you haven't already, create a button (or better still a pop up invite) at the top of your homepage to encourage site visitors to join your mailing list.

PRESS EVENT

Plan an event to invite journalists to. Remember that arts journalists, just like anyone else, like to go home at the end of a working day so between 9am-5pm on a weekday is best. Thursday is the deadline for the weekend papers, so Tuesday morning is generally a good time for this. Make the event appealing with a talk by the artist or curator and any tours of interesting places are a bonus. Remember to make press welcome with the usual refreshments and hospitality. If you are inviting bloggers and student journalists offer to pay their fares or any extras. Create a special invitation to this and send it well ahead as a date-for-your-diary to key journalists. If you are planning an evening private view event, it is often a good idea to hold this earlier in the same day.

PREVIEW/LAUNCH RECEPTION

Book the date of the preview event and create an e-invitation. If budget allows make a printed one too. Always useful to have to give people that you meet over the following weeks and to send in the post.

SOCIAL MEDIA

Instagram is the number one channel for the visual arts, but Facebook is still good for older audiences and Twitter is the medium for targeting journalists. Make sure your social media accounts are updated with the exhibition or event and the listings information is the same as on your press release. Create an event on Facebook. Post a few pre-planned warm up messages, announcing the exhibition and include images wherever possible. Log in to your Twitter account and start following all the key journalists or publications that you feel are relevant and who are most likely to give you coverage. This is easy to do via Arts Media Contacts. Log in to your Twitter, then log in to AMC and click to follow all key journalists. If they follow you back, then you can Direct Message (DM) them, which is great for sending reminders.

VIP

Think about a invite a celebrity or VIP to open the show. For international events, consider Embassy staff. VIPs often work in tandem with charities. Contact celebrities via their agents. Keep an eye out for celebrities with a book or something relevant to your show that they may wish to promote and it could all tie in.

VIDEO

Work on a promo video if you can. These are a powerful visual publicity tool and are pretty much essential these days and only need to be a few minutes long. You will get far larger audiences on social media with video. If you don't have any relevant footage then use images from a previous event with the branding for the new show with images of the works that will be on show.

USE THE AMC PRESS PLANNER

You will find the Arts Media Contacts Press Planner on the top of the Homepage of the AMC database at www.artsmediacontacts.co.uk. Punch in the dates of the event and use it as a wall chart.

BEWARE PUBLICATIONS WITH LONG LEAD TIMES


There are a handful of publications such as quarterly art magazines, in-flight and home and interiors magazines (like Home & Garden) that work up to 20 weeks ahead. If you have a good image and all the dates firmed up, then get in touch with them NOW and send the information over.




Daily Telegraph


Lead time: 3 week(s)


The Daily Telegraph publishes articles and reviews on art, music, dance and theatre, each day in the Arts section of the broadsheet. This newspaper has a joint online and print, annual readership of 2,330,000. There is also a Saturday supplement (see the separate entry in this directory) which also includes arts coverage. Information should be sent three weeks in advance.



Contacts at Daily Telegraph:


Iona McLaren - Books Editor - iona.mclaren@telegraph.co.uk 

Ben Secher - Saturday Arts Editor - ben.secher@telegraph.co.uk   

Hannah Furness - Arts & Royal Correspondent - hannah.furness@telegraph.co.uk 

Colin Gleadell - Art Sales Correspondent - colin@colingleadell.com 

Mark Monahan - Dance, Film, Comedy - mark.monahan@telegraph.co.uk  

Dominic Cavendish - Theatre & Comedy - dominic.cavendish@telegraph.co.uk 

Mark Hudson - World Music & Culture

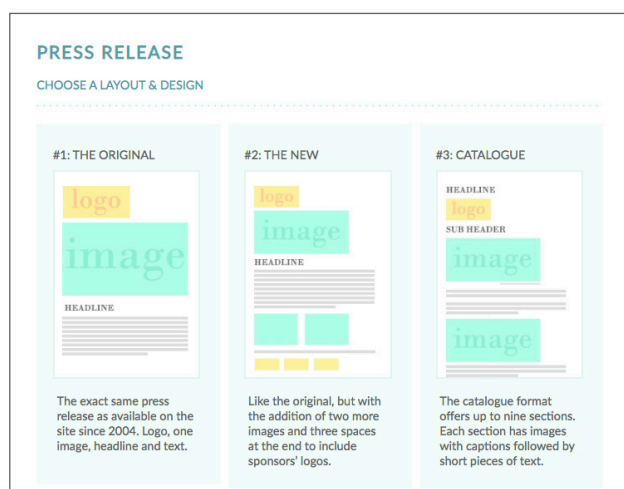


ADVERTISING

Look at ads in art magazines, and the national and regional press for ideas. If you don't have experience, then look to see where your competitors regularly advertise. Browse through this Directory to get a feel for the full range of broad and specialists arenas that could give your event coverage. Find the publications that would be right for you, design the ads and book them in ahead so you don't miss deadlines and get good deals. Look for deals that incorporate print and digital and negotiate away from rate cards.

WRITE YOUR PRESS RELEASE

Remember your press release is a marketing document and not an essay! Focus on emphasising the things journalists look for:



WHO WHAT WHY WHEN WHERE

Describe the artist/performance/exhibition you are planning in a way that will arouse interest. Clearly indicate what a visitor should expect to see when they come to the event: for example

the scale of the exhibition - how many works there will be, and some background to them. Convince the press they should cover the event and that visitors should not miss it. Include fantastic images. Only include career highlights for artists - not a full bio. Add quotes by yourself and the curator. Try and secure some pre-opening quotes from a relevant expert. There are templates on Arts Media Contacts online to help you through this process and create html press material that arrives in the body of an email.

LONG LEAD PRESS CAMPAIGN

Send your press release through the AMC system to UK and international art magazines, regional magazines, lifestyle and specialist press. Follow the email distribution with calls and messages to key journalists (using our up-to-date contacts on AMC), encouraging them to cover the show. Think broadly about what types of journalists might be interested in the art, especially if it has a news angle. For example, a painting about privacy might be used to illustrate an article by a paper's technology or law correspondent. All the journalists' phone numbers, emails and social media details are listed in Arts Media Contacts online.

USE THE NEW REPORTS FUNCTION IN AMC FOR YOUR PRESS RELEASE

After sending, go to Reports in the main menu and see who has opened your press release. Give them some time and then call up. You will get good feedback from them about it.

MAILING LIST

Put together an exhibition mailing list from the visitors to your website and other groups of people who visit galleries or buy art. Send everyone a 'date-for-your-diary' email to make sure they note the private view. Give news of what you are doing and some studio shots to get them interested. Note the bounce backs and check the email addresses are good.

PRINT PROMOTION

Think about printed material such as private view cards, flyers and posters. Are these right for your event? If it fits your plan and budget, then get some designed and printed. Printing costs have dropped dramatically in the last decade. There are agencies that will distribute them for you throughout art centres and cafes in your chosen region (if relevant).



SHORT-LEADS PRESS CAMPAIGN

Send this out to all short leads, monthlies and weeklies according to their deadlines (these are all laid out in Arts Media Contacts online and follow up with calls.

IMAGES

Book a professional photographer or if you are going to take the pictures yourself then, make sure your camera will be charged and working and that you can upload video and pictures directly to your website and social media. Get any kit you need e.g. tripod for your phone. Test the technology before you need it. Take installation shots before the show opens and pictures during the preview evening.

LISTINGS

Draft a short listings text aimed at encouraging visitors to come along, put in a favourable quote from the press or known author at the top. Gather a selection of images – square, landscape and portrait. Go to the Listings section on Arts Media Contacts online as it has direct links to all the listings magazines and websites included in the database. Remember that the Press Association is key as it is used by all the national and regional press.



SHORT LEAD PRESS CAMPAIGN

Send press release and press view invitation to dailies and weeklies, the online press, freelancers, bloggers and news press. This is the largest media group, and this is the right time to emphasise any connection your event has to news or current affairs.

GET ON THE PHONE

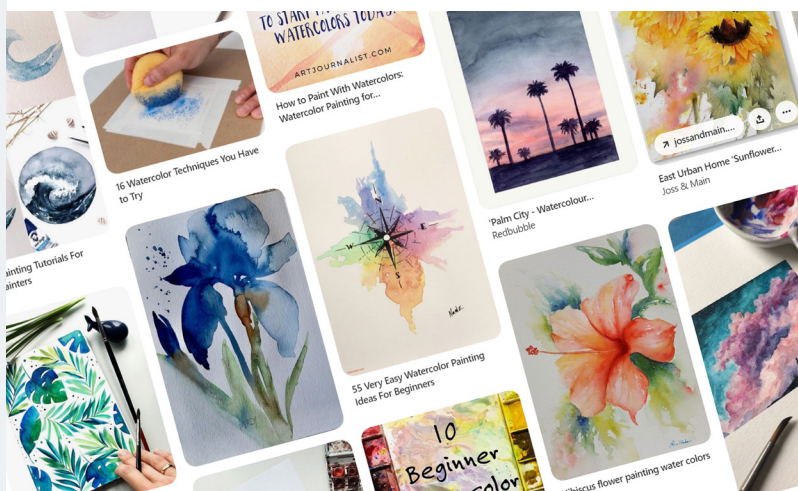
Our in-boxes are completely full. Although journalists constantly monitor them and will respond, it is always good to call and pitch, especially if the event is of real relevance and interest.

BROADCAST MEDIA

Pitch the show to radio and television. National media can be surprisingly approachable if the art in your show has a news angle or illustrates issues that normally have no sound or image.

PINTEREST

Spend a day creating pinboards and, if it is a commercial art event, with prices and links for buying the work. Pinterest is the number one social media platform for selling art and it can also be used to showcase any visual content at your event.



THE WEEK AHEAD

REMINDERS: Make it a high priority to send reminders about the private view as so many of us need a nudge to remember dates. Do this via email, social media and phone. Text everyone the day before. Make sure you get the AMC database to do as much of this work for you! It has been created specifically to make this process easier.

PICTURES: Photograph the whole event as soon as it is prepared and start posting images and video. It is a good idea to get a dedicated member of staff for this as you will be busy at the event yourself.

VISITOR'S BOOK: Make sure you have one and that it is placed where people will definitely fill it in. Any (positive) quotes and comments can be used through social media and elsewhere to amplify positive perceptions and profile the art/event in the future.

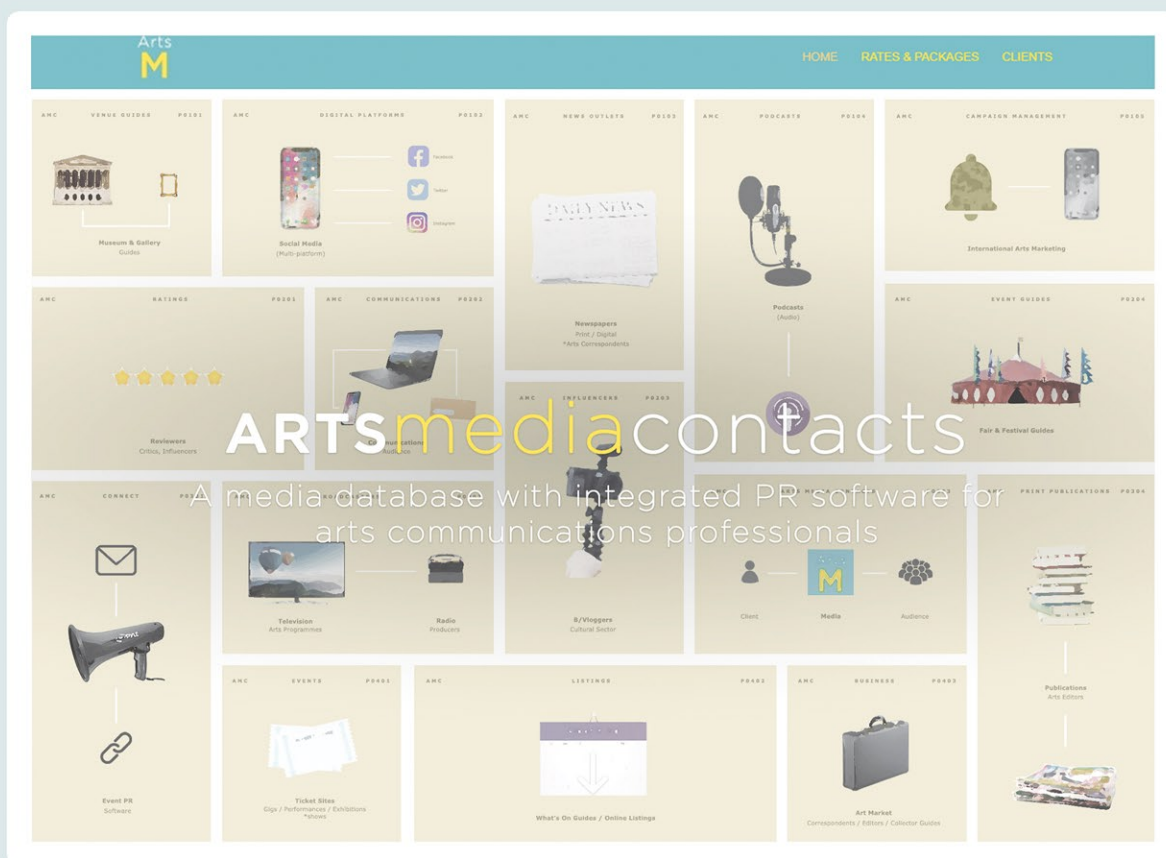
REVIEW: Ask a journalist or fellow artist to review the show ahead and post it on www.a-n.co.uk. This great platform allows you to upload your own reviews or blog posts which appear on page one of google. www.a-n.co.uk A year's subscription is very reasonable.

NEWS PRESS: The news media works a few days ahead so make sure you re-send the press release and follow it up with calls.

SOCIAL MEDIA: Post pictures and videos of the private view night as soon as you can.

COLLECT CUTTINGS: Collect major press cuttings and put them out in the show. Collect all the URLs and offline press and put them together in a report for sponsors. Coverage Book (www.coveragebook.com) has a free service to do this for you.





ARTS MEDIA CONTACTS ONLINE

www.artsmediacontacts.co.uk

- User-friendly interface to manage your PR campaigns
- Constantly updated database
- Fully International
- All the social media feeds
- Individual email addresses for journalists
- Press release templates and distribution
- Event listings

**BOOK A FREE
ONLINE DEMO**

**TO FIND OUT ALL THE
LATEST FEATURES**

