

Media – using the Arts OutWest promotions service

Arts OutWest can help get media coverage for your project. Arts OutWest has an ongoing media and promotions program in the region and will include information about your project free of charge. Arts OutWest media activities include:

- Monthly 'Artspeak' newsletter
- Online 'What's On' event calendar
- Daily and weekly radio spots on ABC central west and five local commercial/ community radio stations
- Contributions and editorial to regional and state wide media

How to use Arts OutWest's promotions service:

- Complete an **Event Details Form** and send it in well in advance (and by the 15th of the month *prior* to the event for inclusion in the Artspeak newsletter).
- Our Communications Officer can advise you on ways to generate media for your project

Media – getting media coverage of your project

When looking for media coverage of your project:

- Identify the 'story' behind project. What makes your project different?
- Focus on the 'local' aspect of the project when approaching local media
- Write a clear, concise media release
- Have digital photos ready or identify photo opportunities for the media
- Include a contact name and phone number with all media and be available to answer questions
- Ask for our current central west **Media Contact List**

For more tips and assistance on writing media releases or dealing with the media see the notes attached or contact the Arts OutWest's Communications Officer on 6338 4657.

Writing for the media workshops

Arts OutWest is happy to run a 'writing for the media' workshop in your area if enough people can come along. Contact the Arts OutWest Communications Officer 6338 4657.

Saving and sending digital photos

- Photos for publicity must be high quality, high resolution images.
For Arts OutWest: 300dpi, at least 10cm wide
Arts OutWest can receive files up to 9MB each
For other uses:
Photo quality magazines: 300 dpi
For black and white newsprint: 150 dpi
For the internet: 96dpi / 72dpi
- Save your original images at full size. If you need to make smaller ones to email or use on the web save these as another version but always keep your originals somewhere safe.
- Label all images clearly. A good way to name them is with the event name and names of people in the pictures
eg: Mural_Kate_AliceP_John.jpg
- Include a typed list of photo captions, full names of people in the pictures and photographer credits with the pictures.
Eg:
File name: Mural_Kate_AliceP_John.jpg
Caption: (left to right) Kate Jones, Alice Price and John Price work on the Mural at the Community Centre on June 12.
Photographer: Frank Windsor.

Publicity Consent Forms

- Make sure all adults and children participating in the project sign a **Publicity Consent Form** before becoming involved (ask for our sample one). This means that they have given you written permission to take photos or video of them and use it on all current and future publicity. This is especially important when working with children.
- Retain all completed Publicity Consent Forms in a safe place.

Acknowledging funding bodies and sponsors

It is a requirement of your funding that the Country Arts Support Program, Regional Arts NSW and Arts NSW be correctly acknowledged in all of your publicity materials for your project, including correct use of logos.

Logos and the CASP funding statement should appear on all materials produced for the projects including:

- pamphlets
- posters
- programs
- invitations
- advertisements
- publications
- advertisements
- media releases
- webpages

Check the full guidelines provided to you with your acceptance letter.
Download the logos from websites or ask for them

For events in Central West NSW

We also encourage you to include the Arts OutWest logo as this is a recognised brand in our region and we provide you with valuable promotional services.

Contact the Communications Officer at Arts OutWest to get the Arts OutWest logo.