



Information for 2011 Country Art Support Program recipients

Congratulations on receiving funding from the Country Arts Support Program in 2011. This funding is provided by Arts NSW via Regional Arts NSW and supported in the central west by Arts OutWest.

As you and many people in your community will put in a lot of work into your CASP funded project, it's important that other people know about it.

We've put together these tips on promoting your project including information on using digital photos, getting permission to take people's photos, contacting the media and correctly acknowledging CASP funding bodies as well as how Arts OutWest can help you promote and document your project.

Please send details on your project to Arts OutWest:

So that we can help you both publicise and document your CASP funded project please send details to us at Arts OutWest well in advance of the project starting. Please send us:

- Event details: when, who, where, what etc.
- Digital images from your project (see attached info).
- Then afterwards, a summary or story of how the project went.

Send info and digital images to: artsoutwest@csu.edu.au

Attachments:

- Media and Photography tips for CASP projects
- Event Details Form

On our website, at http://www.artsoutwest.org.au/news/marketing_tools.php you will also find:

- Arts OutWest logos, downloadable to use in your marketing
- Central West media contacts list
- 'Writing a Media Release' information sheet
- A sample publicity consent form for participants
- Online event details form – fill it in to let us know about your event

If you have any questions or need any help please contact us at Arts OutWest:

Executive Officer, Tracey Callinan
Communications Officer, Maryanne Jaques
Phone: 02 6338 4657
Fax: 02 6338 4646
Email: artsoutwest@csu.edu.au

Media and Photography tips for CASP projects

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.
- Our Communications Officer, Maryanne Jaques, can advise you on ways to generate media for your project (phone 6338 4657).

Note: All events submitted will be listed online and all CASP projects will be listed in Artspeak. We will try to include CASP projects in other media (eg: radio) where we can but cannot guarantee this.

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 phone numbers with all media and be available to answer questions
- Our current central west **Media Contact List** (on our website)

For more tips and assistance on writing media releases or dealing with the media contact the Arts OutWest's Communications Officer, Maryanne Jaques 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 (we need about 6 people to run a workshop). Contact Maryanne Jaques.

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 (see our sample one attached). This means that they have given you written permission to take photos or video of them and use it all current and future publicity. This is especially important when working with children.
- Retain all completed Publicity Consent Forms in a safe place.

Acknowledging the Country Arts Support Program, Regional Arts NSW and Arts NSW

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 Regional Arts NSW and Arts NSW logos at:

<http://www.regionalartsnsw.com.au/grants/casp-logos.html>

Download the Arts OutWest logo at:

http://www.artsoutwest.org.au/news/aow_logos.php

Event Details Form

Arts OutWest will enter the details listed on this form onto the 'What's On' online database at www.artsoutwest.org.au and may also use this information in other media and promotion activities in the Central West and beyond. Event details are required by the 15th of the month for inclusion in ArtSpeak and three weeks in advance for all other media.

Event Name:	
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Est. attendance:	
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Presenter Details

Organisation:		Contact Name:	
Address:		Phone No:	
Town:		Mobile No:	
Email:		Website:	

Dates & Times

Start date:		Official opening time:	
End date:		Regular days and opening times:	

Venue Details

Venue name:			
Address:			
Phone No.:		Website:	

Costs

Ticket prices:		Contact No. for tickets:	
Get tickets from:		Contact No. for info:	

Images

You may provide images along with your written description. Images must be in electronic format, minimum 300 dpi. Please include title/description, date and photographer.

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Event Description

Please provide a brief description of the event.

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Please return completed form to:

Arts OutWest Inc PO Box 8272 CSU LPO Bathurst NSW 2795
Phone: (02) 6338 4657 Fax: (02) 6338 4646
Email: artsoutwest@csu.edu.au

Follow up

Don't forget to tell us how your event went – a short review, attendance numbers, photos, feedback. This will help us get follow up publicity for you and give us a head start with your next event.