

FACT SHEET



Media tips

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
- Regular radio spots
- Contributions and editorial to regional and state wide media
- Editorial
- Social media (Facebook, Instagram)

How to use Arts OutWest's promotions service:

- Add your event details online:
- Our communications officers can advise you on ways to generate media for your specific 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 (see our separate fact sheet)
- Have digital photos ready and/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 Officers on 6338 4657.

FACT SHEET



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 Officers 6338 4657.

Saving and sending digital photos

- Photos for publicity must be high quality, high resolution images.
- 300dpi, at least 10cm wide
- 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 the resources page 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, that the NSW Government and your local regional arts development organisation be correctly acknowledged in all of your publicity materials for your project, including correct use of logos (see the resources page for logos).

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

FACT SHEET



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