

PR for Artists by Barbara Cohen
Irvington Writer's Studio
www.i-writersstudio.com

Media Kit Checklist

Media kits [also called press kits] should be tailored to an individual request or event. You can prepare the contents ahead of time, so the 'kit' is easy to prepare. Your 'kit' should provide a variety of information in various formats.

Most artists' media kits include some or all of the following elements:

- business card or contact information
- brochure, if you have one
- copy of home page of your Web site, if you have one, with URL clearly identified
- backgrounder (or resume or curriculum vitae), including:
 - artist bio
 - educational background, training and qualifications
 - list of important awards and honors
 - recent exhibitions, publications or public appearances
 - artist's statement (most important influences on your work, style and themes you explore, what you have done and where you are going with your work)
- recent professional headshot or in-studio photograph, 300 dpi JPEG format for print publications, 72 dpi for Web media
- sample art (on CD or downloadable online), 300/72 dpi JPEG format – with caption, size, medium and price information
- samples of past media clips
- news release

Hard copy: Include your name and contact information on every piece of paper or clip in a hard-copy press kit. Put everything in a folder.

Online: The Web has fewer spatial restrictions, but make sure people can download your information easily. Provide PDF-format downloadable documents as much as possible, and offer thumbnail and high-res images.

For more information, visit www.i-writersstudio.com/PanelonPR.