

Media Relations Tips for Artists

Becoming media savvy

1. **Define your objective.** Determine what you're trying to make happen, who you need to reach to make that happen, and which media would reach that audience. For example, if you're trying to reach high-end consumers who buy art to furnish their homes, then you may want to target *Indianapolis Monthly HOME* and *Carmel Magazine*.
2. **Tell a story.** Journalists are looking for "hooks" or "angles" to make their stories interesting. What's your story?
3. **Prepare media-appropriate background materials.** Have basic information on your Web site in a place where reporters can easily find it. Pertinent details include: artwork titles, mediums and prices; show dates, times, location; your background and education; artist's statements; etc.
4. **Focus on getting good photography.** Anymore, high-quality jpg images are critical. If you don't have them, then the story won't happen. Generally speaking, the more colorful the image, the greater the likelihood it will be used in a newspaper or magazine. Have images of your artwork and yourself.
5. **Work cooperatively with others in your area.** Packaging stories is a great way to attract media coverage.

Getting to know journalists

1. **Quality over quantity.** Quality relationships are more important than quantity. Concentrate on a few journalists whose interests and/or "beats" match what you offer.
2. **Have patience.** The best media relationships are built one by one, over time through prompt and individualized service, phone calls, e-mails, in-person meetings and notes.
3. **Timeliness is next to godliness.** Responding quickly to a journalist's request is a great way to build a relationship, and many times it's the difference between being included in a story or not.
4. **Accuracy is critical.** Provide media with timely, accurate information that's appropriate for what they're looking for. Reporters don't forget when sources give them inaccurate information, so be careful.
5. **Be persistent.** Today's journalist is expected to do more with less time and resources, so anything you can do to help will be appreciated. Be persistent, but not a pest.