



MARKETING & PROMOTION HELP SHEETS



MARKETING & PROMOTION HELP SHEETS

PROMOTION AND MARKETING

WRITING A MEDIA RELEASE

USING IMAGES



TIPS

A FREE and comprehensive collection of online resources for New England North West creatives are available on our website.

Covering a wide range of topics including marketing and promotion, funding and project planning.

Resources are added and updated regularly.
www.artsnw.com.au/anw-eresources

PROMOTION AND MARKETING

**Arts
north
west**



PLANNING/BIG PICTURE

- **Identity/branding** think about how you want to present yourself

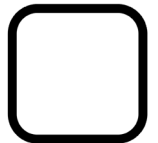
- **What are your resources?** money and personnel

WAYS AND MEANS checklist



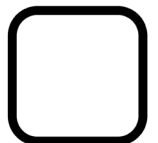
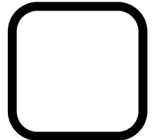
THE BASICS

- Include all the key points **when** (date and time), **where**, **how much**, **how to book**, **contact info**



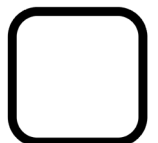
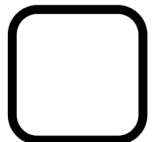
MATERIALS

- You need 1-2 quality high res images
- **Posters/flyers design and print, e-versions**
www.canva.com is a free graphic design platform used to create social media graphics, presentations, posters, documents and other visual content

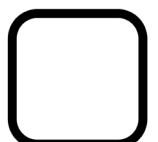


BUILD YOUR CONNECTIONS

- Don't underestimate **word of mouth**
- Submit your event to Arts North West
www.artsnw.com.au/submit-your-event
Your event will go into the arts calendar, enews, facebook etc



- **What's on columns** in local newspapers, **local Council websites** (tourism), **local newsletters** (including school and free listings)



MEDIA

• Prepare a **media release**
Think about the **story** – it is about timeliness, proximity, prominence, human interest (impact) and the unusual (novelty)

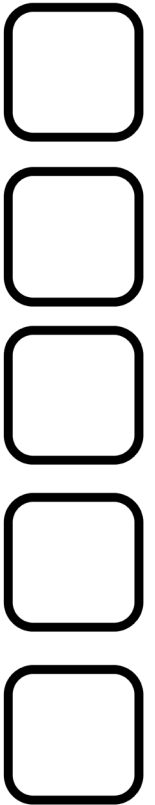
• Send media release but then contact the local journalist for an interview

• Don't forget **ABC local radio**

ONLINE AND SOCIAL MEDIA

• **Email** a direct call to action to a specific person
It needs to be short and punchy with all the key points (see above)

• **Social media** – Instagram/Facebook
Make sure you tag all of the relevant people/organisations/business you can think of including local councils, What's On groups and local tourism pages



RESOURCES AND TEMPLATES

CREATIVE PLUS BUSINESS

[130 Tips to Kickstart your Marketing](#)

BUSINESS.GOV

[Marketing plans, templates and guides including social media](#)

THE LOOP

[Australia's largest creative community, connecting creatives with collaborators, companies and endless opportunities](#)

ARTS HUB [Resources and job links for Australia's creative workers](#)

TIPS

WRITING A MEDIA RELEASE



GOOD COMMUNICATION AND GOOD MEDIA RELEASES ARE...

- Well organised, well planned
- There to support your key messages
- Clear, consistent and concise

ATTRACTING MEDIA ATTENTION

- News is that which has been previously **unknown** to the reader/listener/audiences, it surprises them, informs them, and intrigues them
- To attract media attention you need to find the newsiest angle of your event and pitch it in the most convincing manner



NEWS VALUES OR NEWSWORTHINESS

- **Timeliness** new, first time ever etc
 - **Proximity** local angle
- **Prominence** person of note involved
- **Human interest** what is the most interesting aspect of the event, what impact would your story have on readers
 - **The unusual** novelty, x-factor, quirky angle

WHAT IS A MEDIA RELEASE?

A media release is the most effective way to communicate with all media outlets

- Your media release will say a lot about you and your event to the editor and journalist
- If you can write a professional, clear, concise, informative and most importantly newsy media release
- Your chances of gaining media attention will increase considerably
 - If you can't be bothered to go to the effort to tell your event's story, why would a journalist?

STRUCTURING AND WRITING A MEDIA RELEASE

HEADLINE

Provide a heading which clearly identifies the subject matter of your media release

Put heading in bold and large font to make it stand out

INTRO

Make sure the first paragraph attracts attention. The 'intro' should include the key facts and display the newsiest element of the event

CONTENT

Construct your media release to answer ALL 5 W's and 1 H:

WHAT WHO WHERE
WHEN WHY HOW



- MOST EFFECTIVE MEDIA RELEASES ARE LIMITED TO ONE PAGE
- REMEMBER THAT MEDIA RELEASES NEED TO STAY FOCUSED ON THEIR SUBJECT
- SOMETIMES A PROJECT WILL PROVIDE OPPORTUNITIES TO WRITE A NUMBER OF MEDIA RELEASES HIGHLIGHTING VARIOUS MESSAGES, OUTCOMES OR MILESTONES

MEDIA RELEASE TEMPLATE

STRUCTURE	JOT DOWN SOME DOT POINTS
<p>HEADLINE <i>The headline of a media release should summarise the subject matter in a way that is interesting and bold. It is designed to engage the reader and encourage them to keep reading. Be creative but keep it short.</i></p>	
<p>LEAD PARAGRAPH <i>The lead paragraph follows the headline and it is essential it succinctly conveys the story. Check it includes: WHO did it? WHAT did they do? WHERE did they do it? WHEN did they do it? WHY did they do it? And, of course, HOW did they do it?</i></p>	
<p>EXTENSION PARAGRAPHS <i>Following paragraphs expand the subject matter of the lead and it is where you start telling the story with key messages and hard facts. This is the body of the media release and it is critical to prioritise messages from the most important to the least important.</i></p> <p><i>Write in the third person using active language in short sentences. Short paragraphs also assist the reader to quickly digest the content.</i></p> <p><i>Keep it simple. A media release is not a feature article.</i></p>	

MEDIA RELEASE TEMPLATE

STRUCTURE	JOT DOWN SOME DOT POINTS
<p>QUOTES <i>Use Quotes (make sure they are attributable). Use SHORT one or two line quotes from relevant people involved in the event</i></p>	
<p>LAST PARAGRAPH <i>The last paragraph is the least important information and can include background information or a final summary of the essential details about the organisation, activity or person that is the subject of the media release.</i></p>	
<p>-ENDS- <i>Always finish the release with the following so the reader knows it has finished and does not continue on more pages:</i></p> <p>-ENDS-</p>	
<p>CONTACT DETAILS <i>Include the name, title and phone numbers of the contact person who will give the interview. Your logo and relevant sponsors or funding agency acknowledgements.</i></p>	

WORKING WITH IMAGES

HOW TO AVOID COPYRIGHT ISSUES



HOW TO AVOID COPYRIGHT ISSUES: USING IMAGES FOR PROMOTING EVENTS

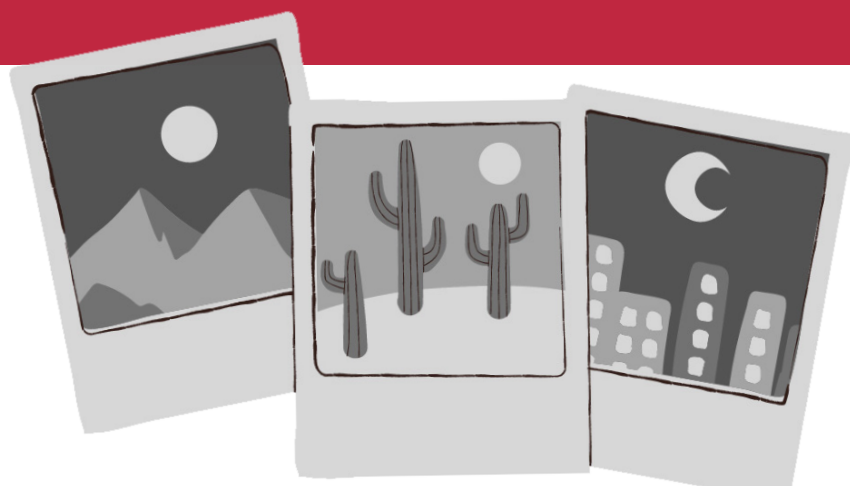
There are hundreds of arts and cultural events that happen across the New England North West every year, contributing to the rich cultural landscape of our region. We all know that using great images on your event promotional material including posters and Facebook, is a great way to attract people to your event. It can be very tempting to do a quick google search and grab an eye catching image from Google, but by doing this, you could be infringing someone's copyright, and if you don't have permission, you can get a fine. If other organisations or community groups share your promotional material on, they can also get a fine.

THE BASICS

- You cannot use a photo or image because it was online.
- Images online remain the property of the person who created them unless they give you permission to use them or they have chosen to make them 'creative commons' or 'public domain'.
- If you use copyrighted images without permission, you are violating copyright law and the owner of the image can take legal action against you, even if you remove the image.

So here are a few tips to that you can follow to make sure this does not happen:

USE PHOTOS THAT YOU HAVE TAKEN. YOU DO NOT NEED FANCY PHOTOGRAPHY EQUIPMENT TO DO THIS. MOST SMART PHONES HAVE THE ABILITY TO TAKE GREAT QUALITY IMAGES. THERE ARE A COUPLE OF GREAT BLOGS ONLINE COVERING SOME SIMPLE SMARTPHONE PHOTOGRAPHY TECHNIQUES. WE HAVE MADE ONE AVAILABLE ON OUR WEBSITE HERE
WWW.ARTSNW.COM.AU/ANW-ERESOURCES



- If your committee or organisation run regular or multiple events, take the time to set up an image bank of photographs that you can use for future promotion. Tip: nominate someone as the photographer on the day to take a selection of photographs and grab a couple of interesting shots such as close ups.
- Draw your own illustrations or paint your own picture to promote your event or use an online program such as [Canva.com](https://www.canva.com) to create graphics. It is free to sign up and use, some images and graphics are free, but some you can use for a small fee.
- If do not have an original photo, use google to look for 'copyright free images' such as Creative Commons or Shutterstock. It will most likely be outlined on the image page how to acknowledge the image, for example if you click on images in Wikipedia.com, it will outline what you can do with the image and how they will like you to reference the image.
- Even when you do have permission to use an image always attribute the ownership of an image when you use it online or in any other materials. In the case of artworks, this includes the name of the artist who created the work and the photographer who took the image of the work, below is an example.



Image credit: Exhibition install at Glen Innes Gallery by Glen Innes artist Stephanie McIntosh undertaken in 2016. Photo by Caroline Downer (used with permission).

If you are sending event details to Arts North West, including uploading your event to our online Arts and Culture Calendar, please only send us images you have permission to use.

LINKS

Arts Law <https://www.artslaw.com.au/information-sheet/copyright/>

Australian Copyright Council information sheets:

https://www.copyright.org.au/ACC/Find_an_Answer/Browse_by_AZ/ACC/Public_Content/Information_Sheets_A-Z.aspx?hkey=2ae237d3-8c57-4084-81cdfc4c81619a65

This fact sheet was adapted from Arts OutWest "Using images for promoting events: Do you have copyright permission?" <https://artsoutwest.org.au/copyright-of-images/>

WORKING WITH IMAGES

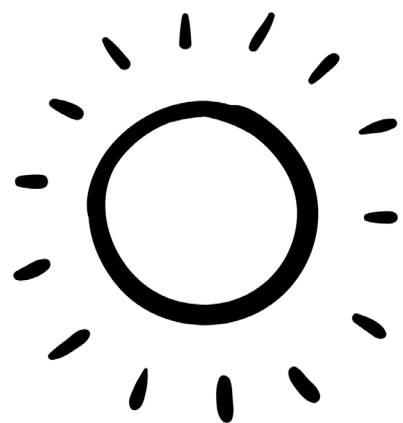
HOW TO TAKE GOOD IMAGES OF YOUR WORK



Natural daylight away from standard household lamps, will make the biggest difference to almost every aspect of taking a photograph of your artwork, but primarily colour accuracy.

LIGHTING YOUR WORK WITH NATURAL LIGHT

You can either hang your canvas on a wall outside, preferably not in the glare of direct sunlight to avoid any reflection. You can pick up removable hooks from Coles, Woolworths, Kmart etc that can be removed after, without having to put a nail through the wall.



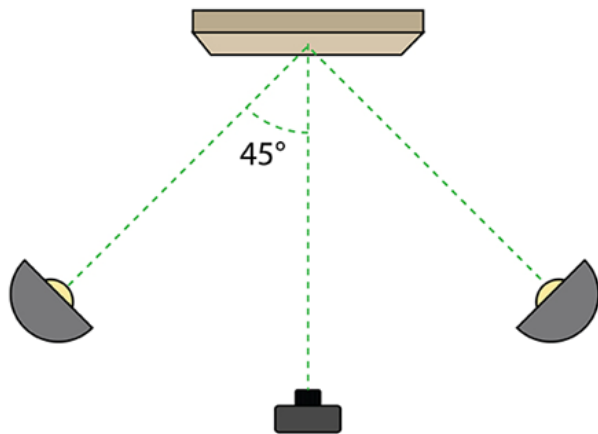
LAY YOUR CANVAS ON THE FLOOR INSIDE, NEXT TO AN OPEN DOOR, THIS WILL BE YOUR LIGHT SOURCE. TURN OFF ALL THE OTHER LIGHTS IN THE ROOM AND POSITION YOUR CANVAS ROUGHLY 60 CM AWAY FROM THE BOTTOM OF THE DOOR FRAME, STAND DIRECTLY OVER IT TO TAKE YOUR SHOT.

TIPS

LIGHT YOUR WORK PROPERLY INDOORS

Find a neutral coloured wall (white, black, gray) and hang your work at a height where the middle of your piece will be parallel to where your camera will be.

All you will need is two lights at a minimum for 2-dimensional work. You can use lighting stands like tripod light stands from Bunnings. Place the lights halfway between the camera and the canvas at a 45-degree angle pointing toward the wall (this will help eliminate shadows and “hot spots” on the painting).



Photographing Your Artwork: Beginner's Tips That Anyone Can Do by Daric Gill
<https://dgillart.wordpress.com/2017/04/05/photographing-artwork/>



IF YOU DO NOT HAVE PROFESSIONAL GRADE LIGHTING KIT, YOU CAN EASILY DIFFUSE THE LIGHT WITH A WHITE SHEET, T-SHIRT, SHOWER CURTAIN OR WHITE PLASTIC BETWEEN THE LIGHTS AND YOUR WORK. THIS HELPS TO EVENLY DISTRIBUTE THE LIGHT.



REFLECTIONS


Reflections are the biggest challenge to photographing artwork. The best way to avoid reflections is to take the glass out of the artwork. If that is not possible, then find an angle where there is not a reflection in the glass. You can change the angle to avoid reflection by taking a piece of rolled tape and put it behind the frame to bump it either the right, left, up, down to handle the reflection.

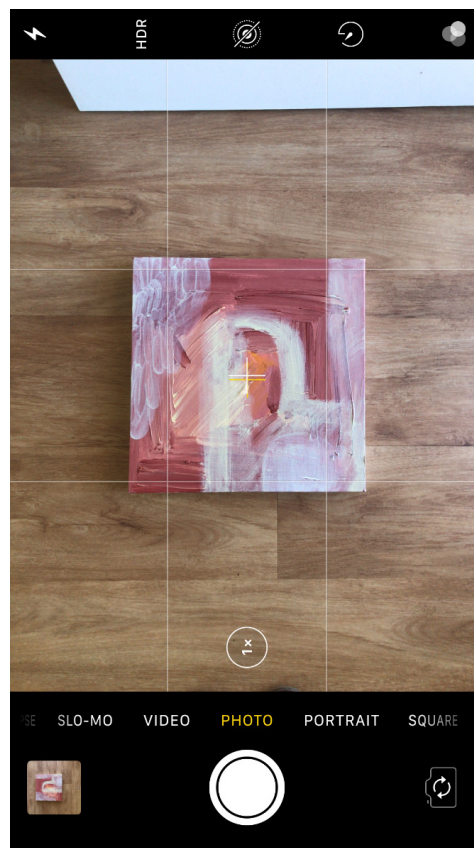


ADJUST YOUR CAMERA AND SETTINGS

Once your artwork is secured to the wall, set up your phone on either on a tripod or resting sturdily on a table or other surface. You want to position your camera so that the frame is filled with most of the painting, with a bit of background that you can crop out later. It is important to see the edges of the paintings to get a sense of scale.

Every smartphone has a grid feature, which you should always use to help compose your image correctly. To display a grid on the camera screen that can help you

straighten your shots, go to Settings  > Camera, then turn on Grid.



TIPS


BE SURE YOU TAP THE SCREEN OF YOUR SMARTPHONE TO FOCUS THE CAMERA ON YOUR SUBJECT - THAT'LL HELP TO ENSURE THAT IT IS FOCUSED AND THE LIGHTING IS OPTIMISED.

WHEN YOU TAKE A PHOTO FROM A DISTANCE, IT IS TEMPTING TO ZOOM IN ON SOMETHING SPECIFIC YOU ARE TRYING TO CAPTURE. BUT IT IS ACTUALLY BETTER NOT TO ZOOM IN - DOING SO CAN MAKE THE PHOTO APPEAR GRAINY, BLURRY, OR PIXELATED. TAKE THE PHOTO.


CROP AND ADJUST


Photos of paintings in books or gallery websites are almost always cropped to clean edges. Use the crop tool to crop and frame your picture to avoid the distraction of background.

1. In **Photos**, tap a photo thumbnail to view it in full screen.

2. Tap **Edit**, tap , then do any of the following:

- **Crop manually:** Drag the rectangle corners to enclose the area you want to keep in the photo, or you can pinch the photo open or closed.

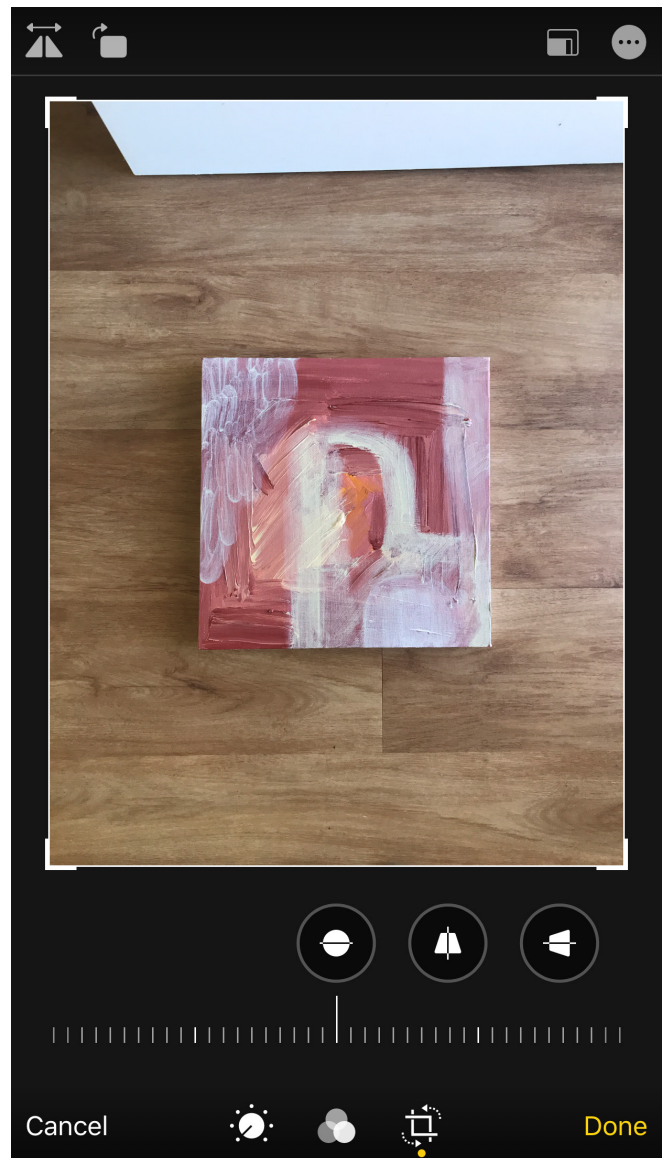
- **Crop to a standard preset ratio:** Tap , then choose a ratio like Square, 2:3, 8:10, and more.

- **Rotate:** Tap  to rotate the photo 90 degrees.

- **Flip:** Tap  to flip the image horizontally.


3. Drag the corners around the edge of the image to crop the image.

4. Tap **Done** to save your edits, or if you don't like your changes, tap **Cancel**, then tap **Discard Changes**.



EDIT YOUR PHOTOS TO PERFECTION

Taking a photo of your work in natural light and cropping accordingly will usually be enough, but there are plenty of free or inexpensive photo editing software alternatives out there that will help minimize any inconsistencies including Snapseed.

Download and open Snapseed  on your device. Snapseed will prompt you to open and image from your photo library on your device.

Click on **tools** in the middle of the screen and then **tune image**. Click on one of the options and move your finger across the bar at the top of the screen to adjust the image accordingly.

Once you are happy with the adjusts, click the **tick**, and press **export**. The image will then be exported back into your photo library.

YOU DO NOT WANT TO APPLY FILTERS OR TUNE THE IMAGE OF YOUR WORK TO THE POINT THAT IT IS NOT AN ACCURATE REFLECTION OF YOUR ORIGINAL ARTWORK.



**Arts
north
west**

2021