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PRESS RELEASE FOR IMMEDIATE RELEASE

HEADLINE Sub-Headline

SINGAPORE, 29 FEBRUARY 2020— The opening paragraph to your Press Release is a summary of key information you want to give to the arts journalist/editor. **THINK:** if the arts journalist/editor only has time to read this one paragraph, what would you want him/her to take away in 4 to 5 sentences? The challenge here is to be objective and select what is most important or most interesting. **THINK:** what is the unique selling point here? eg. is this project a long-awaited collaboration with someone renowned? Is it a new piece of work inspired by recent social controversies? Is it a piece of work staged in an unusual location?

In this second paragraph, you can delve deeper into explaining the above key information eg. giving your keen observation or honest opinion on the collaboration or the controversy. Keep your sentences short and clear no matter how complex the issues may be. Writing factually is best, as it shows objectivity. This paragraph, like the opening paragraph, should be about 4 to 5 sentences in length.

In this third paragraph, you can include a quote by your collaborator or someone of position and standing who supports your work. Do ensure the quote is accurately written, especially if you received it verbally over the phone instead of through email, and correctly attributed to the person with his/her full name and position. When the press release is in its final draft, do send it to the person for his/her final clearance. Ensure the content of the quote flows and gels seamlessly from the second paragraph. Again, keep this paragraph to 4 to 5 sentences in length.

In this fourth paragraph, continue with more information of your new work eg. if it is contemporary dance, what can the audience see on stage

specifically? If it is a new book, give a teaser of the plot. If it is a new Artistic Director coming onboard, give key highlights of his past successes leading up to this appointment. This paragraph should remain succinct within 5 sentences.

In this fifth and final paragraph, give the “hygiene facts” eg. dates, times, locations, ticket prices and special promotions. If your tickets are sold via SISTIC, include a hyperlink in your press release to SISTIC directly. You can also include a hyperlink to your own website or your collaborator’s website if the latter carries relevant information as well.

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IMPORTANT TO NOTE:

1. Press Releases should be “For Immediate Release” and not embargoed till a later date and time. Embargoing is passé practice not appreciated by journalists/editors anywhere.
2. Artist Bios should be included in an Annex page and not in the main body of the Press Release.
3. Similarly, if there are many parts to your work, the minute details should be attached in an Annex page.
4. Include at least five Hi-res Photos of your new work for the arts journalist/editor to choose from and use. Certain media will only pause to consider publicising your work if there are good photographs.
5. Send your Press Release with all Annexes and Hi-Res Photos together in one Media Deck. Label every item clearly.
6. You can send your Media Deck via email to the following arts journalists/editors.