

Preparing Your Integrated Communications Packet

The integrated communications packet contains the following items. *To assure consistency of information, all items should be prepared at the same time.*

- Graphic image (in JPG format)
- Calendar entry (in MS Word or in an email) – no more than 35 words *
- Synopsis (in MS Word or in an email)– no more than 75 words *
- Press release (in MS Word or in an email)– one page only *
- Banner / Poster design (if applicable)

** see attached for specifications and examples*

1. **Workshop Instructors and/or Event Coordinators** prepare draft materials about their workshop or event and submit those materials to the Programs Director for review and approval.
2. **Programs Director (or designee)** reviews the draft materials and validates logistics, dates, pricing, etc. Upon Program Director approval, the integrated communications packet should be submitted to Communications.
3. **Communications Director (or designee)** reviews, assures clear consistent and professional image is conveyed and that all the materials are internally consistent
4. **Communications Director (or designee)** submits integrated communications package to President for review / approval
5. **President (or designee)** reviews and approves release of info
6. **Communications Director (or designee)** conveys approval to Programs Director and Workshop Instructor / Event Coordinator.
7. **Communications Director (or designee)** distributes publicity materials to regional media, DRA Board, local Del Ray organizations, DRA newsletter. The workshop instructor and/or event coordinator will be included in the “official” distribution of the communications materials.
8. **Communications** team incorporates the workshop or event announcement into the weekly e-blast, updates DRA website, regional and local event calendars, Facebook, etc.

Supported in part by:





Calendar Entry content checklist – in no more than 35 words:

- Event name
- Extremely brief summary of event / activity
- Dates and times
- Price (if any) – member/non-member
- Publishable phone number, email address or website

Sample 1:

Valentine's Day Mixer (February 14, 2011, 7–11 pm) Can't decide where to go for Valentine's Day? We'll do the thinking and planning for you! \$10 per person; purchase tickets by January 30th. Details: www.TheDelRayArtisans.org.

Sample 2:

Duo Mixed-Media Art Workshop (Workshop 2/5/11 12pm - 2 pm) Let your creativity shine! Transform your unusual or everyday items into something amazing! \$10 for members, \$15 for non-members, maximum 20. Details: visit www.TheDelRayArtisans.org.

Synopsis content checklist: in no more than 75 words:

- Event name
- Brief description of event / activity
- What makes this event unique / fun / appealing, etc.
- Dates and times
- Age group preferences (if any)
- Price (if any) – member/non-member
- Publishable phone number, email address and website

Sample 1:

Valentine's Day Mixer - Monday, February 14, 7 – 11 pm – Can't decide where to go for Valentine's Day? Join us for a night of love-inspired artwork, mood music, great food and more! \$10 per person; purchase tickets by January 30th. For information: Matthew Cuenca (matthewcuenca@gmail.com) or Tracy Wilkerson (tlwideas@comcast.net) or visit www.TheDelRayArtisans.org.

Sample 2:

Duo Mixed-Media Art Workshop - Saturday, 2/5, 12 – 2pm – Let your creativity shine! Transform everyday items into something amazing! Members: \$10, non-members: \$15, maximum 20. Instructors: Matthew Cuenca, multi-media artist, graduate of Parsons; Tracy Wilkerson, multi-media artist and found-art OOAK specialty card creator. Details: contact Matthew (matthewcuenca@gmail.com) or Tracy (tlwideas@comcast.net) or visit www.TheDelRayArtisans.org.



**** SAMPLE ****

FOR IMMEDIATE RELEASE

Contact: Betty Plummer, 703-892-8638, bplummer11@verizon.net

Beyond Form: Expressing Art

Opening Reception: Friday, March 4, 7-10 pm

Show Dates: March 4 – 27, 2011

Alexandria, VA (February 9, 2011) Opening with an artist reception on Friday, March 4th from 7 to 10 pm is **Beyond Form: Expressing Art**. This show is Del Ray Artisans' long-awaited *all-media abstract show* which was open to all area artists. DRA's art happening for March spotlights painting. The gallery will be buzzing with energy, beauty, truth, and color! See the counterpoint of monochromatic simplicity, stillness, and restraint—lending balance and white space.

Co-curators Betty Plummer and Fareeha Khawaja invited artists to use form, color, shape and line to express a heart-felt, direct response to a subject or experience and to express what moves them—truth or beauty, near or far-away, an engaging idea *mostly* independent of direct visual reference. The style might be geometric, impressionist, sculptural, constructivist, collage-photographic, cubist, fauvist, minimalist, 3-D or their very own way of using mixed media to express themselves.

In conjunction with the **Beyond Form: Expressing Art** exhibit at the Del Ray Artisans gallery, the co-curators will present a juried selection of abstract art in the lobby gallery of Signature Theatre in Shirlington. That exhibit will run March 14 – May 22, in conjunction with *ART*, by Yasmina Reza, in which a white-on-white abstract painting plays a leading role! This Gallery Without Walls show at Signature Theatre will feature the works of DRA members. For directions and lobby gallery hours at Signature Theatre, please check <http://www.sig-online.org/>.

The **Beyond Form: Expressing Art** exhibit is at Del Ray Artisans gallery at the Nicholas A. Colasanto Center, 2704 Mount Vernon Avenue, Alexandria, Virginia 22301. Gallery hours are: Thursdays, 12 noon to 4 pm; Fridays, 12 noon to 9 pm; Saturdays, 10 am to 9 pm; and Sundays, 12 noon to 6 pm. The gallery is free, open to the public and handicap accessible.

For more information, please visit www.TheDelRayArtisans.org or contact curator(s) Betty Plummer, 703-892-8638, bplummer11@verizon.net or Fareeha Khawaja, fareehamkhawaja@gmail.com.

Del Ray Artisans, founded in 1992, is a nonprofit organization whose mission is to promote art for the benefit of artists and the community.

Del Ray Artisans (DRA) appreciates the continued support from the City of Alexandria, Alexandria Commission for the Arts, Virginia Commission for the Arts and National Endowment for the Arts and. DRA is a 501(c)(3) organization.

Writing for the Public – Tips and examples

It's fun to be creative, whether we're making artwork or writing! BUT, there are a few "golden rules" we MUST adhere to when writing *Packet* materials, Calls for Entry or any DRA publication distributed to the public. Pay attention to dates, punctuation, and sentence structure. Use the examples below when drafting your materials and the review process will move quickly!

- The show runs from March 1 through April 2, 2015 or March 1 - April 2, 2015.
- The *Paws 'n Claws for Art* exhibit will be exciting! (Show title in *italics*; see exception under "Short blurbs" below)
- The opening reception will be Friday, April 1 from 7-9pm.
- Join us for the reception on Tuesday, April 10 from 7-9pm.
- URL: www.TheDelRayArtisans.org (in blue when linked and no period at the end)
- Subject/verb agreement: What do YOU see in YOUR dreams? What do THEY see in THEIR dreams? How do WE interpret OUR dreams?
- Dates: January 1, February 2, March 3, April 4 (not 1st, 2nd, 3rd, or 4th)
- The reception will be held at Del Ray Artisans gallery. (Don't use "the" before "Del Ray Artisans" even though it's part of our URL.)
- Complete ALL required press components; 35-word blurb; 75-word blurb; full press release; graphic(s); any prospectus information if applicable; etc., BEFORE submitting a package to me.
- Do NOT rely on spell check. It will not catch a correctly spelled error. E.g., lay versus lie; read versus reed.
- Short blurbs: "Word count maximum of 75" means 75. Not 76. Or 77. (And this includes the URL for more details!) Follow this rule for the "35 words or fewer" blurb too. You may have fewer words than the maximum count. Text formatting is not allowed in the blurbs, so do NOT use *italics*, **bold** or underline text for emphasis. Show titles in the blurbs should be contained in quotes (e.g. "Paws 'n Claws for Art").
- Use gallery host (not gallery sit).
- Avoid email addresses and personal phone numbers in the short blurbs. Reference people back to our website for more information.
- Spell out "Avenue" in our mailing address (2704 Mount Vernon Avenue) whenever possible because locally Mount Vernon Avenue is known as just "The Avenue".