

3. Sticking Your Neck Out: Fearless Public Relations

“If I am going to be a successful artist, I’ve got to be a good business person.” Recently Mary Anne Davis, ceramic artist, wrote a press release about her artwork and sent it to the editors of national newspapers and magazines such as the New York Times, Food & Wine, Metropolitan Home, House & Garden, Elle Décor, Country Living Gardening, and Oprah’s magazine. She has three major stories in the works and was written up in the New York Times. All it took was a bit of entrepreneurship and a self-congratulatory press release written in the third person. Kudos to Mary Anne Davis for taking the initiative to promote herself and her artwork. The Guild Sourcebook newsletter: www.guildsourcebook.com

Remember: Nothing ventured, nothing gained.

The more often your name is mentioned, the more recognizable it becomes. This is a compelling reason to keep your personal name (rather than a company name) associated with your artwork.

Assume the world wants to know about you.

List your events in calendar listings in local papers.

Send post cards/show invitations to gallery owners, corporate art curators and newspaper reporters you want to be aware of you. Write a personal note on each.

Read newspapers and magazines you believe may be a good target audience. Become familiar with their style and the writers who cover your area.

Send a press release and PR packet to local and national publications.

Important to Note:

Marketing and public relations are both speculative activities. Marketing materials, such as a hangtag, artist statement, etc, are usually associated with a specific product or series of art works. Public relation materials, such as a press release, are often associated with an event or announcement.

Marketing materials can be carefully crafted to project a particular image. PR materials should be crafted carefully, but staff or freelance writers will write the articles so final published information is difficult to impossible to control.