

# Tips for working with the media.

Many local media outlets in Kentucky are supporters of the arts. If you've never been featured by your local media for the work you do, there's no better time to try than now. The Kentucky Crafted Market is just around the corner. Here are some tips for getting the word out about your participation in the event.

- Update and send out the press release template provided for you to local media and your personal email lists. If you don't hear from media within a week, call your local newspaper, radio station, TV station, bloggers, newsletter producers, podcast producers, etc., and ask if they would be willing to do a feature story about you. It's a fact of life that newsrooms are understaffed. Don't assume you've been ignored. Your information may have just been overlooked.
- If your local radio station has a talk show, ask if you can be a guest on the show. If you live in a town with other Kentucky Crafted artists, coordinate this effort and ask to appear as a group to talk about your work and The Market.
- Some news outlets don't cover feature stories without an element of timeliness. Emphasize that you will exhibit at The Kentucky Crafted Market in March and that you are an active participant in the Kentucky Crafted Program, the oldest state arts marketing program in the country. The general idea is to make connections reporters and the general public would be interested in and can relate to. Here are a few other ideas for your pitch:
  - Explain what The Market is and how it differs from other shows. If you have never participated in The Market, explain what you are looking forward to about being in the show.
  - Explain your work and give anecdotes of past success at The Market.
  - Relate your success to living in your hometown and talk about the support you have received as an artist from the people there.
  - Explain that as a professional artist, you are a small business owner. Talk about how your business benefits your hometown.
  - Explain your work and how it is unique and important to Kentucky and your hometown.
- Invite reporters/photographers to your studio or workshop to see you work and/or interview you in your element. Let them know your story has a visual component. Potential stories with a strong visual element are more attractive to reporters and editors.

- Offer to send high quality photos or any other information you might have that would be useful.
- Provide additional information – share your own website, share [The Market website](#), [Facebook event page](#), [Instagram feed](#) and other information related to The Market and the arts council. Make sure you use hashtag #kycrafted when posting about the event and from the show.
- Fill out the provided press release template and submit to local media.
- Tell reporters if they need additional information about The Market to contact call Leeann Potter, our communications director, at (502)782-5932, or email her at [leeann.potter@ky.gov](mailto:leeann.potter@ky.gov)