

**Douglas Niedt**

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**Page one of two:**

## About PRESS RELEASES

### **Douglas Niedt, Guitarist**

A press release is the announcement of your concert to editors, producers, and reviewers. It outlines a news story and provides background information. It is important that the release follow a professional format and it is vital that it capture the attention of the reader quickly.

Here are a few technical points. The headline is a short phrase which gives the editor an idea what the story is about. It should be intriguing and lead the person who is reading it to move on for more. Mark the end of the release with the symbol “####”. It is good to keep the release short. The release should be 350 words or less.

Most publications prefer that you send the release by email rather than a hard copy. This type of release is usually sent out six weeks prior to an event. But check the deadline requirements for each publication!

Most newspapers and magazines print listings of daily or weekly cultural performances. Find out who the calendar editor is for each of the area’s publications and send them a release prepared specifically for that kind of listing.

We have included a sample Calendar Listing Press Release in our Digital Press Kit. *Don’t send a full press release and expect the editor to sift out the important facts.* Instead, prepare a condensed version of your already written full press release. Sometimes an editor will want information about the program, so include that in the calendar listing release also. You can include the actual program list or a description.

**more...**

**Douglas Niedt, guitarist: About Press Releases, page two of two**

Some publications will feature a good photo. However, check first with the editor to see if it is okay to email a photo. Do NOT send them one of our high resolution photos. Instead, send them one from the section: Photos for Email.

Again, check the deadline requirements for each publication's calendar listings. A magazine may need your release more than two months in advance of your program date. A newspaper will have different requirements.

We have supplied examples of both types of press release—the full news story release and a short calendar listing release. You may write your own, or simply copy and paste ours. Fill in the necessary information on sponsors, concert location, time, ticket information, etc.

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