



***For artists, art clubs, and  
art organizations . . .***

# **Art Demo/Workshop**

## **Inform the public about your art news!**

- **Learn to prepare a professional News Release** to ensure your news is published in the news media (magazines, newspapers, television, and radio) as well as *how* and *who* to send it to.

- **Learn Graphic Design techniques** to design your own eye-catching posters and other marketing tools. It's not just a matter of making your poster look "pretty" . . . you'll be shown a few psychological techniques Graphic Designers use to make their designs attention-getting and memorable.

Private sessions for individual artists and small groups,  
or as a Workshop format for Art Clubs & Art Conferences.  
Length: About 1.5 hrs. Rates: See next page.

**Contact Eve Lees**  
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**Eve Lees** is a Graphic Designer and former newspaper editor.  
She is also a portrait artist and the editor/publisher of *The Artist's Journal*.

# Testimonials

. . . love the poster for the fall show and because of your talk, I see why it is so eye catching. – Pat Vickers

I was at the conference last weekend . . . I'm feeling excited about the (press) release I'm working on after hearing all your advice. – Julian Legere, Theatrical Artist (at the Work of Art Conference, Surrey)

I truly got a lot out of your presentation. I am a new member of the Vancouver Art Guild and my job is to send out press releases for our annual show . . . Thank you for your help and your excellent presentation. – Alyson Thorpe

Just wanted to say how much I enjoyed your presentation . . . the handouts will be very useful. Also love the poster for the fall show and because of your talk, I see why it is so eye catching. – Pat Vickers

I enjoyed your presentation and was wondering if I could get an extra copy of the handouts . . . my brother's helping setup the new MVITBA (Bowling) website. I told him about your presentation and how to get free press. I think it would help them greatly. – Wayne Wagstaff



Poster design by Eve Lees

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## Professional development Workshop/Art Club demo . . .

# Inform the public about your art

There's no charge to submit your *news* to the news media; be it a newspaper, a magazine, television or radio. It's a free way to get exposure for individual artists or Art Groups. But you need to know how to do it, to ensure it *will* be published.

Eve Lees, a former newspaper editor and currently editor of *The Artist's Journal*, offers a presentation explaining the proper way to contact the "news media" for this free exposure. The presentation is suitable as a workshop, as an art club demo for your art group, or it can be offered to individual artists interested in boosting their exposure.

Publications prefer the convenience of ready to publish copy easy to "cut-and-paste." Sending a colourful jpg poster, or a fancy-looking news submission won't impress an editor. It just creates more work for the staff, especially if they have to track down vital information missing from the news item. Reformatting and retyping your "free" submission can be frustrating for an editor strapped for time. If you want your "promotional" news published free, you need to do the work!

Fortunately, *The Artist's Journal* will publish all art news submitted, regardless of the work it may take. That's because 'art news' is this publication's priority, says Lees. However, she's concerned these poorly-formatted news items

are also being sent to other publications where art news is *not* a priority. These may be publications larger than *The Artist's Journal*, where deadline-stressed news staff may have little time to reformat it or find missing information. Therefore, it may not be published.

Lees shares her 40 years experience and training in the publishing industry to explain the format to use (and why), the information it must include, and how/who to submit it to.

You'll also learn how to design a poster or your own newspaper ad. Eve will reveal graphic design tips and tricks to effectively get your news noticed by the public. This knowledge is essential for individual artists, organizations, businesses, or *anyone* wanting to inform the public about what they do. ✍

**RATES:** \$65 one person or small group session in Surrey area only; \$55 by Skype.

\$125 Workshop for local groups.

\$125 outside Surrey/Vancouver area, plus travel expenses agreed upon.