

What is a Press Release and why do dance studios need them?

Your Press or Media Release is an official written announcement that your studio will issue to the news media and beyond when you have an exciting event or accomplishment to announce (more on “what” a bit later).

Most press releases are succinct at just a page long. Two pages tops. Ultimately, you want to provide enough information so that your chosen news outlets have enough content for publishing their own stories about your announcement.

Don’t go overboard on the marketing jargon or embellishing the facts, and remember: Press releases live in the public domain, which means your students and potential customers can see them. So instead of thinking of a press release solely as a ticket to earning news coverage, you should also think of it as a valuable piece of marketing content.

When Should I Distribute a Press Release?

Here are a few examples of when your studio may issue a press release to local or wider news outlets

- New location opens
- You are launching a new brand or franchise of classes
- You are moving
- Introducing a new partnership or change of ownership
- Rebranding
- A student has achieved great exam results
- Students or teachers have landed a coveted professional role
- Your end of year concert tickets are on sale
- Your studio or a student is receiving an award

A regular cadence of (meaningful) news can help a studio stand out and build relationships with journalists over time, so that’s where the press release comes in handy even when your content does not get published.

How to Write a Press Release

You’ve got your announcement in mind, and now it’s time to get it down in words to share with your community, industry, and followers. There are some basic rules to follow in creating your studio’s releases to get the best possible exposure.

Rule 1: Make Your Headline Irresistible

Setting up your press release for success starts with your headline. You only have one line to work with, so be sure to make your headline captivating. Keep in mind that reporters get dozens, if not hundreds, of releases each day, so invest the time to write a compelling headline. It’s worth the time and effort on your part.

Rule 2: Get straight to the point

For reporters, cold leads, or followers to be inclined to share your announcement, you have to tell them upfront why they should care.

The first paragraph of your release should cover the who, what, why, where, and how of your new launch, update, or development. Reporters don't have a ton of time to sift through details and fluffy background information -- they just need the facts that'll help them tell your story to someone else from a position of authority. Do the hard work for them and they'll love you in return!

Rule 3: Give them some quotes

Once you've set the scene, it's time to bring your details to life with a quote that reporters can use for context around your announcement and help paint a picture of how your news affects the dance industry, your customer base, and landscape. Pick one or two critical spokespeople and focus the quotes around their unique perspective on your announcement.

Rule 4: Provide Just Enough Background Information

In your last paragraph, keep in mind that the reader already has all of the vital details and information they need to file a story or spread the word.

Offer details here that strengthen your news, like creative or noteworthy ways your studio became involved the project or announcement at hand. Or, when applicable, comment on future implications of your announcement.

Rule 5: Make the "Who" and "What" Obvious

Remember that not everyone reporting or reading your news is a dancer, so it's important to describe what your studio does in clear, plain English. Include a link to your website homepage early on, and make your announcement straightforward.

OUR DSOA TIPS FOR PUBLISHING PRESS RELEASES

Writing a press release is really only half the battle. Once you're finished with production, it'll be time to focus on distribution. You are most likely to get results by doing the following:

- 1) Reaching out to specific journalists by name.
- 2) Standing out by sending your release by snail-mail or pitching it over the phone - not just via email
- 3) If your story is big, send an embargoed release to top journalists the day before.
- 4) To avoid competition, don't publish your release on the hour (it's what everybody does).
- 5) Once published, share your media coverage far and wide!!

The key to keeping your Dance Studio's PR strategy fresh is to get out of a "what can I get out of this?" mindset and instead focusing on creating valuable content. Traditional press releases can still be really valuable when executed well, so instead of using releases as a marketing tactic, give them a modern makeover to make sure your readers get something out of it!

SAMPLE PRESS RELEASE

November 25th, 2016

[1 - Memorable Headline]

Award Winning Circus Event Ready To Take The UK By Storm!

[2 - Get Straight to the Point]

For the first time in her award-winning career spanning over 2 decades, circus guru Katie Lewers has just announced that she will be heading to the UK in 2017 to share her passion with circus artists and instructors alike in Dublin and London live workshops.

[3 - Give Just Enough Information]

In June, KLL Workshops will be presenting Katie's "World Of Circus" tour in the UK giving students and circus enthusiasts their once-in-a-lifetime opportunity to join the artist for a circus experience like no other. The popular *World Circus Day* judge and director of *KLL Productions* is looking forward to the opportunity to work with her UK fan-base. "It has always been a dream of mine to bring the magic of the circus to the UK, and with such a thriving industry now is the perfect time for me to come and share what our industry is all about"

[4 - Provide Quotes]

Katie is also the co-owner of prestigious dance studio "Dancers On George" and is taking a dozen of her pre-professional circus trainees across the world with her to share in the experience. Dance Captain Jessica Charlton can barely contain her excitement "It's just such an honour to be making this journey and be a part of the broader circus and dance education movement. What a privilege to work with other artists on the other side of the world to share a common passion and bond. This is truly what circus arts are all about"

[5 - Make the Who and What Obvious]

Katie and her team will be hitting the stage in Dublin on June 5th and London on June 12th 2017. To book your tickets to the event, make sure you check out www.circuswithkatie.com.au

For further details or to enquire about an interview with Jasmine, please contact:

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