



## *The Business of Arts*

### **PUBLIC RELATIONS (PR) PACKAGES FOR INDIVIDUAL AUTHORS**

#### **BASIC PR PACKAGE (\$1,600) – 3 months**

- First meeting - 1 hr. in-person meeting (in the DMV area) or video call
- Completion of an artist questionnaire (by artist)
- Artist PR Tool Kit review/includes rewrites, edits (bio, artist statement, headshot, website, artwork jpegs etc.)
- Write 1 Press Release
- Coverage from 3 media outlets (television, radio, online or print) and at least 1 show review
- Media training (1 hr.) / Write talking points
- 3 hrs. administration – phone calls, texts, emails\*
- Final PR report/recommendations

#### **ADVANCED PR PACKAGE (\$2,000) – 4 months**

- First meeting - 90-mins. in person meeting (in the Baltimore area) or by Skype Plus
- Completion of an artist questionnaire (by artist)
- Artist PR Tool Kit written review/includes rewrites, edits (bio, artist statement, headshot, website, artwork jpegs etc.)
- Write 1 Press Release
- Secure 1 show – group or solo
- Coverage from 3 media outlets (television, radio, online or print) and 2 show reviews
- Media training (90 minutes) / Write talking points
- 4 hrs. administration – phone calls, texts, emails\*
- Final PR report/recommendations

*\*Rates are for artists located in the DC/Maryland/VA (DMV) area – rates for authors outside this area are higher.*

- 50% deposit required for all packages – balance paid monthly/If total amount is paid - \$100 is deducted from cost
  - Additional administrative hrs. are \$50/hr. for DMV clients/ \$65/hr. for clients outside the DMV area.

**CONTACT CHERRIE WOODS TO START YOUR PR CAMPAIGN!**

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**Cherrie Woods is a 16-year plus public relations (PR) veteran known for her work as a PR coach, publicist and workshop facilitator.**