

A man with a beard, wearing a wide-brimmed straw hat and a red and white patterned shirt, is captured mid-jump in a grassy area. Behind him, a clothesline is strung with various colorful knitted items, including a yellow and orange piece on the left, a white piece with a large yellow circle, and a red piece with yellow text. The background features a brick wall and a corrugated metal fence. The entire scene is framed by a pink border.

# SALA Festival

## Meet the Media

*News Corp* Australia



# MAKING YOUR PITCH

- Include all the basic details i.e. Who, What, Where, When, How?
- Include your best contact options - including name and mobile phone numbers, followed by email addresses, websites and social media handles so that we can follow up if we need more information.





# MAKING YOUR PITCH

## DO

- Find a distinctive angle
- The earlier we get it the better
- Keep it brief and to the point

## DON'T

- Send your pitch to everyone – and that includes within our newsroom.
- Send lots of attachments, briefs or write an essay



# MAKING YOUR PITCH

- Be prepared to be available (sometimes at short notice) with props if we call.
- Know the audience you're pitching to
- We are always looking for strong digital content. Let us know if you have got a good video opportunity attached to your art.

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## **TIP 1:**

Contacting us before installation will ensure that we're not taking pictures of you simply with your artwork on a wall

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## **TIP 2:**

A poor or dull background does nothing to showcase your work

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## **TIP 3:**

Take note of your  
background

Too much clutter can  
overrun your image



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## **TIP 4:**

Invite us into your creative space



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## **TIP 5:**

Use humour and props to bring your work to life

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## **TIP 6:**

Give your artwork context



# HOW TO GET YOUR PICTURE NOTICED

This is your chance to:

- Showcase your work
- Create interest and gain exposure
- Encourage emotion

By considering 4 key things you can help ensure your work is promoted in the best way possible.



# CHARACTER

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# ATMOSPHERE

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# ENVIRONMENT

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# PROPS

# SALA

# Using these tips will take your picture...

From this...



To this!





