

## **Choosing a Publicist for Your Gallery**

The best way to make sure that your publicity is effective and consistent is to have one person responsible for all of your dealings with the media. Often a gallery director is simply too busy to stay on top of all the details involved in a good publicity campaign. In-house publicists have the opportunity to be involved in the planning of events and exhibitions from their inception and have the opportunity to anticipate public reaction and prepare a response. But whether you choose to hire an in-house publicist or an outside contractor, you should choose your publicist carefully. This person will become the voice of your gallery to many of the people who mean the most to your success.

Choose an outside publicist who specializes in arts publicity; you will need a publicist with established artworld connections. Your publicist should also have strong editorial skills in order to write your press releases—the critical link to the press. It is also crucial that your publicist be friendly, knowledgeable, and outgoing. At first, dealing with the press may seem overwhelming and impersonal, but soon all the key media people in your area will become familiar on a personal basis.

By always being the gallery's press contact, by submitting accurate and timely material, and by following up any requests for information promptly, your publicist will build up a relationship of personal trust. Gradually, the local media will come to see your gallery as an ally in the fight against the deadline, a trusted resource on which they can rely.

Abbott, Susan, Fine art publicity : the complete guide for galleries and artists. Allworth Press, New York, 2005. P 6-7.

## **WORK TO BE DONE**

1/ How many persons does a gallery need in its relationships with the media?

2/ What should be the main characteristics of a publicist?

3/ Find in the dictionary the meanings of the following words in both English & Arabic:  
effective/ consistent/ busy/ campaign/ planning/ exhibitions/ inception/ opportunity/  
anticipate/ response/ contractor/ publicist/ voice/ success/ strong/ link/ familiar/ accurate/  
promptly/ trust/ ally.