

Writing for the Public – Tips and examples

It's fun to be creative, whether we're making artwork or writing! BUT, there are a few "golden rules" we MUST adhere to when writing *Packet* materials, Calls for Entry or any DRA publication distributed to the public. Pay attention to dates, punctuation, and sentence structure. Use the examples below when drafting your materials and the review process will move quickly!

- The show runs from March 1 through April 2, 2015 or March 1 - April 2, 2015.
- The *Paws 'n Claws for Art* exhibit will be exciting! (Show title in *italics*; see exception under "Short blurbs" below)
- The opening reception will be Friday, April 1 from 7-9pm.
- Join us for the reception on Tuesday, April 10 from 7-9pm.
- URL: www.TheDelRayArtisans.org (in blue when linked and no period at the end)
- Subject/verb agreement: What do YOU see in YOUR dreams? What do THEY see in THEIR dreams? How do WE interpret OUR dreams?
- Dates: January 1, February 2, March 3, April 4 (not 1st, 2nd, 3rd, or 4th)
- The reception will be held at Del Ray Artisans gallery. (Don't use "the" before "Del Ray Artisans" even though it's part of our URL.)
- Complete ALL required press components; 35-word blurb; 75-word blurb; full press release; graphic(s); any prospectus information if applicable; etc., BEFORE submitting a package to me.
- Do NOT rely on spell check. It will not catch a correctly spelled error. E.g., lay versus lie; read versus reed.
- Short blurbs: "Word count maximum of 75" means 75. Not 76. Or 77. (And this includes the URL for more details!) Follow this rule for the "35 words or fewer" blurb too. You may have fewer words than the maximum count. Text formatting is not allowed in the blurbs, so do NOT use *italics*, **bold** or underline text for emphasis. Show titles in the blurbs should be contained in quotes (e.g. "Paws 'n Claws for Art").
- Use gallery host (not gallery sit).
- Avoid email addresses and personal phone numbers in the short blurbs. Reference people back to our website for more information.
- Spell out "Avenue" in our mailing address (2704 Mount Vernon Avenue) whenever possible because locally Mount Vernon Avenue is known as just "The Avenue".