

**Inviting the media - email template**

Inviting the media to your Artsmark celebration event is a great way to share the achievements of your pupils and staff with parents and your local community, as well as raise the profile of your school and encourage other schools to consider the value of a creative and cultural education and connect with you.

Use or adapt this template to contact journalists. If you are going to send a press release, you can use this template within your email. Here’s some top tips:

* Do a quick google search to find your local media contact details. Or ring the paper / radio station up to speak to them, then follow up by email.
* Always nominate a spokesperson that journalists can contact for questions or a quote. Ideally, this would be your headteacher, chair of governors, or the person leading your Artsmark journey.
* It would also help bring the story to life and make it more likely to get great news coverage if one of your pupils could speak with the journalist!
* If possible, offer journalists the opportunity to take photos or a film a performance, display etc, providing permissions have been granted.

If your school is in the news, please let us know by emailing artsmark@artscouncil.org.uk so we can help spread the word!

**Subject: INVITATION: [Name of setting] receives Artsmark Award**

**[Insert date]**

**[Insert time]**

**[Insert location]**

**Please RSVP to [insert name and email address] by [insert date]**

Dear ***[insert name]***,

You are invited to celebrate ***[name of setting]*** receiving our prestigious ***[Artsmark award level eg Silver, Gold or Platinum]*** ArtsmarkAward from Arts Council England.

The Artsmark Award is the only creative quality standard for schools. Artsmark has empowered ***[name of setting]*** to celebrate arts and cultural education and embed arts, culture and creativity at the heart of our curriculum. Artsmark has helped all ***[number of pupils]*** of our pupils access a diverse, high-quality cultural education and thrive through creativity.

***[Add information here about the impact Artsmark has had on your school, such as impact on pupil wellbeing, happiness, skills and attainment. You may want to add a few words or quote from your headteacher, chair of governors, or even a pupil!]***

Our celebration event at ***[time]*** on ***[date]*** will include a ***[performance/display/alternative]*** from Year XX pupils. Light refreshments will be provided ***[if applicable].***

***[Consider who would be available for a press interview and insert this information here, such as a pupil, teacher and/or parent. This will make attending the event more appealing to the journalist.]***

Learn more about ***[name of setting]*** and how to get to us here ***[link to your school’s website]***.

We would be delighted to see you there!

Best wishes,

***[Name]***

**About Artsmark**

Artsmark is the only creative quality standard for schools and education settings. It can help unlock young people’s potential, building their confidence, character, and resilience. Artsmark’s clear and flexible framework can be used to embed creativity across the whole curriculum, address school improvement priorities and ensure every young person can access a diverse, high-quality cultural education.

Artsmark is open to primary, secondary, and special schools, pupil referral units, secure settings, youth offending teams, hospital schools and sixth form colleges. Artsmark is awarded at three levels; Silver, Gold and Platinum. [www.artsmark.org.uk](http://www.artsmark.org.uk)