

June 18, 2025

Dear Hidden in the Hills Participating Artists,

I am excited to be working with the Sonoran Arts League on publicity efforts for the **29th Annual Hidden in the Hills Artist Studio Tour!**

In this role, I assist the HITH Committee with securing print, online and broadcast stories leading up to and during the HITH event. While coverage is not guaranteed, I will try to generate as many stories as possible.

Would you like to be considered for a story? If so, can you please send the following to me **by Friday, July 18?**

- Your bio and any interesting details about you and your work.
- **High-resolution photos of both your finished art and action shots of you working in your studio.** These need to be **jpgs or tifs - 300 dpi, no smaller than 4" x 6"** (even 5" x 7" or larger is better). I can check them to make sure they are high resolution if you are not sure.
- Please send photo credit if you use a professional photographer.
- It's good to have a variety of horizontal and vertical photos if possible.

If you are working with a publicist or marketing manager, please connect us so that we work together and that we are not duplicating any efforts to generate publicity about HITH. This is important because messaging about the HITH event should be consistent. In addition, reporters and producers get annoyed when more than one person is pitching the same event.

Please send your PR materials to me at suekern@gmail.com with the subject line **"HITH Artist PR" by Friday, JULY 18, 2025.**

If you need more time, please let me know.

You can also send large files via Dropbox, WeTransfer, and Google Photos.

While November seems far away, the monthly magazines work several months in advance, so that's why we need to start early on PR efforts.

Feel free to call me at 602-810-1404 with any questions.

Thank you!

Sue Kern-Fleischer, PR Consultant for HITH, suekern@gmail.com