

PRESS GUIDELINES FOR PARTICIPATION IN THE INSIDE OUT PROJECT

As a participant in the Inside Out Project, you are helping TED2011 Prize winner JR see through his wish to change the world: to create a movement in which people stand up for what they care about by contributing to a large-scale, participatory art project. By offering your own photo and personal statement, you are vested in realizing JR's wish and sharing the Inside Out Project with your community.

Please follow these rules on your website, promotional materials, press releases, emails, and any press interviews.

→ **It is an Inside Out Project Group Action -- not TED nor JR:**

To avoid confusion with either JR's work or the TED brand, it is critically important to make clear that your event is independently organized as an "Inside Out Project Group Action." You can be your own spokesperson, but you cannot speak on behalf of TED, on behalf of the Inside Out Project, or on behalf of JR. Please don't say "TED or JR is coming to [city name]." Do not say your event is "organized by TED or JR," "sponsored by TED or JR" or is an "official TED/JR event." Any journalist seeking comment about the TED Prize, TED, JR, or the Inside Out Project should contact jr@insideoutproject.net.

Press page for journalists: Ask local journalists to visit your website's media section (if you have created your own website). Provide them with the URL to Inside Out Project (<http://www.insideoutproject.net/>) for detailed information on the nature of JR's TED Prize wish.

Press releases: Interviews: If you are interviewed for broadcast TV or radio, clearly state, at the very start of the segment, that your event is independently organized, and that you are participating in the Inside Out Project.

Interview requests for TED staff or JR: Route requests for interviews with TED staff or JR to jr@insideoutproject.net.

Having media attend your Inside Out Project event: We recommend you to keep the number of journalists to a minimum, so you can focus on your action instead of having to deal with the journalists. Only invite media you know personally. If media attends, please abide by the above rules, never serving as a spokesperson for TED, the Inside Out Project, or JR.

Press Releases: All press releases must be approved by the Inside Out Project's media liaison, who can be reached through the group action email jr@insideoutproject.net.

If you wish to issue a press release about your participation in the Inside Out Project, the following is what to include:

- Your event's name -- e.g. The Inside Out Project: Autocracy in Indonesia
- Location -- be specific
- Date and time
- Who participated (if you wish to make this public)
- The theme and personal statement of the community action
- Your contact information
- Press releases must contain the following:

ABOUT THE INSIDE OUT PROJECT

Inside Out is a large-scale participatory art project that transforms messages of personal identity into pieces of artistic work. Everyone is challenged to use black and white photographic portraits to discover, reveal and share the untold stories and images of people around the world. These digitally uploaded images are made into posters and sent back to the project's co-creators, for them to exhibit in their own communities.

Posters can be placed anywhere, from a solitary image in an office window, to a wall of an abandoned building, or in a full stadium. These exhibitions will be documented, archived and be made available online at <http://www.insideoutproject.net/>.

The INSIDE OUT project is a creation of the artist JR, recipient of the 2011 TED Prize ([watch JR's TED talk here](#)).

ABOUT THE TED PRIZE

The TED Prize is awarded annually to an exceptional individual who receives \$1,000,000 and the TED community's resources and expertise to spark global change. The award offers support to build a project's core infrastructure quickly - so that others can add their own collaborative action.

The first TED Prize was awarded in 2005, born out of the TED Conference and a vision by the world's leading entrepreneurs, innovators, and entertainers to change the world - one Wish at a time. What began as an unparalleled experiment to leverage the resources of the TED Community to spur global change has evolved into one of the most prestigious prizes.

A TED Prize winner is a rare and powerful combination of someone who knows how to capture the imaginations and make a measurable impact, a visionary and a pragmatist, a dreamer and a doer. From Bono's the ONE Campaign ('05 recipient) to Jamie Oliver's Food Revolution ('10 recipient) and JR's Inside Out Project ('11 recipient), the TED Prize has helped to combat poverty, take on religious intolerance, improve global health, tackle child obesity, advance education, and inspire art around the world.

For more information on the TED Prize, visit www.ted.com/prize