



Tips for Distributing a News Release

One way to share and generate publicity for *Where You Live Matters* is distributing a news release. There are some easy, but important steps you can take to ensure the best odds of gaining positive coverage for both the consumer education program and your community. Below are some instructions on how to get started.

- Create a list of reporters, bloggers, news anchors and other journalists in your area, including contact information (phone number, email address, etc.). Contact information can typically be obtained by visiting an organization's website, or by calling that organization directly and asking who should receive news releases or media alerts.
- Draft the news release. If you don't use an agency or have in-house public relations, this can easily be done by a sales and marketing employee. However, it's important to note that the release should avoid using sales or marketing language; it should be more straightforward in stating key facts, and read like a news article.
- Once the drafted news release or alert has been shared with the appropriate individuals within your organization and proofread for accuracy (grammar, punctuation, context), it's ready for distribution to the media.
- The most common and recommended form of distribution is via email. Attach a copy of the release to an email, and also copy and paste the copy of the entire release into the body of the email. Blind carbon copy (Bcc) the members of the media you plan to send the release to, and be sure to add a subject line. Send the release and await responses from members of the news media. If no one responds, be sure to follow up by phone within a few days, and redistribute if you still aren't having luck getting coverage.