

What is a press release?

More detailed than the advisory or alert.

Includes one or two quotes from different project leaders. The quotes should **clearly convey** the main messages that your group wants the press to report on and the public to understand. The message should be **well thought out and strategic**.

Should provide **all the information** a reporter needs to write their piece.

Should be written as the news story **You** would want to see written. Some reporters will post the press release almost verbatim, with only a few changes.

A release should be sent on the **morning of or the day before your event** than to the same reporters to whom the media advisory was sent.

Generally, send a release to only one reporter per outlet.

If your release announces an event, send it to the **"daybooks."** A daybook lists news events scheduled to take place in the region on that day. Someone from each major outlet reviews the daybooks each morning.

Always make follow-up calls after you send the release. If your release is announcing an event, make the calls the morning before your event is scheduled.

Have a copy of the release ready to be faxed when you make the calls.

Have copies of the release at the event to distribute to reporters in a folder.

How to Distribute It?