



## TIPS FOR YOUR MEDIA RELEASE

- ➔ Have a relevant reason – such as a grand opening, record-setting sales year, special event, new CEO, new product or service - to send a release and make sure the industry or topic is relevant to the publication, blog, or broadcast you are sending it to. If possible, attempt to tie in your news whenever possible with regional or national trends.
- ➔ Ensure the reporter/writer can find your contact information and the relevant story facts easily and quickly. Your contact information: contact person's name, title, company, email, phone, physical address and website should be at the top. Make sure the relevant facts are right at the beginning of the release. If you have them, attach one or two relevant photos (high-resolution and good-quality) and/or embedded links to explanation videos or screenshots. Most media releases are sent via email. Make sure yours show up correctly in email formats.
- ➔ Below the contact information, write **a brief, eye-catching headline in bold type**. A dateline, for example, "Dallas, Texas, March 6, 2014" follows, leading into the first sentence of the release. Lay out the facts clearly without embellishment or hyperbole and avoid extraneous adjectives and adverbs. Words such as very, exciting, awesome, fabulous, world-class, premiere, etc. clutter up a media release and will probably annoy the reporter/writer.
- ➔ Pay close attention to grammar and spelling. Write your release well in case there are sections the reporter/writer can use by cutting and pasting.
- ➔ Use the email subject line to intrigue the reporter/writer. Writing MEDIA RELEASE or INTERVIEW OPPORTUNITY is a waste of time and space. Use the same strategy for the teaser intro note: use one or two concisely written sentences to explain why your release is relevant and different.
- ➔ Create an online media kit with your media release(s), photos and stories, leadership headshots and short bios, and well-edited video clips. Include a link to this online media kit in your media release.
- ➔ Contact the reporter/writer by telephone with a script prepared in advance. Know what you are going to say and make it short, no more than 20 seconds. Ask if he or she has time to talk, and, if not, offer to call back at a more convenient time. Follow-up by sending your media release, or if you've already emailed your release, send additional information if requested.
- ➔ Be helpful and become a resource by providing reporters with information. Remember, they need your story ideas. You can become a reliable source of story ideas, guest posts, and tips that helps you build a relationship. And, always remember that assistants get promoted. Be nice to everyone you speak with. After you establish a connection, keep in touch; you never know where people will end up.
- ➔ If your media release is about a new product, send a free sample. Reporters at major publications may not be able to accept free samples, but bloggers or freelancers usually can.
- ➔ **MOST IMPORTANTLY!** Be persistent. A story might not be right now, but a reporter/writer might think of you later on. And, always follow-up on a reporter/writer's questions. If you're not a reliable source for them, why should they pay attention to your news?