

LET LOCAL MEDIA HELP MARKET YOUR BUSINESS!

Our region is fortunate to have a variety of traditional media outlets, including radio and print. Reporters are always looking for news to cover—many even have community calendars— and your business is news!



How do you reach local media professionals? WRITE A PRESS RELEASE!

A press release should:

- Provide journalists with contact information for the company or person it is about so they can use the release to become a story.
- Have an obvious “hook” in the title to entice interest in reading.
- Be focused on conveying basic facts and briefly telling about something that is newsworthy.
- Answer the WHO, WHAT, WHEN, WHERE, and WHY of your topic.
- Have a clear objective:
 - ⇒ Raising awareness of a newsworthy event within your business
 - ⇒ Encouraging journalists to cover the business/brand/event/activity
 - ⇒ Generating informative media coverage
- Press releases do not guarantee coverage or editorial control. If that's what you want, you should purchase advertisements. (In fact, advertisers often may be more likely to receive more news coverage than non-advertisers.)
- You can also attach high quality images
- Keep it timely
- Double check spelling and grammar!

A press release is a document sent to media sources to attract their attention and encourage them to write a story about a product, service, or event in an informative, unbiased way.



PRESS RELEASE

RELEASE DATE: (IMMEDIATE or date to be published)

CONTACT: <Name of Contact>
 <Business Name>, <Contact's Title/Position>
 217-123-4567
 <email address>

A Catchy Title so People Want to Read this Release

The first paragraph should be short and to the point, stating the purpose or topic of this newsworthy event, product, or activity in plain language in an easy-to-read font. It can briefly explain what makes it important. It can also include critical information like times, locations, and dates of events.

“The second paragraph is a great place for a quote about the topic you are writing about,” says <Name of Person>. “The quote should reinforce the topic, explain why it matters, or what can be expected. The quote should not be longer than 3-4 sentences.”

Briefly wrap up of the topic in the final paragraph so the release stays under 600 words. It may include where to get more information or be a follow-up to any other final details that are important to point out. Often, it lists the phone number or website where details are available. Remember to check your spelling, grammar, and punctuation.

(the three stars at the end indicates the end of the release)