



MEDIA OUTREACH TIPS & PRESS RELEASE TEMPLATE

Media Outreach Tips

Build a media list specific to your area, including local TV stations, newspapers and radio stations. Go online and visit your local media websites to gather contact information. You may want to target reporters who specifically cover education, but generally you'll want to contact the editor or news director.

Check with each outlet to see how they prefer to receive information. Most prefer email. Be sure to get a reporter's permission the first time you send materials.

If emailing, copy and paste the content from the press release directly into the body of the email. Many journalists delete emails with attachments because they take too much time to download and may contain viruses. Send your press release to one publication at a time to make it more personal. DO NOT CC your entire media list in one email.

After you've emailed the press release, contact the editors or reporters by phone to see if they have received the information and if they are interested in doing a follow-up interview.

If you are interviewed, assume that everything you say is "on the record" even if you say something is "off the record." Don't assume anything you say before or after the interview won't be included in the story.

Press Release Template

The press release will need to be updated with the following, customized to your location:

- Your organization's logo
- Date
- Your contact information, including phone and email
- Quote from your organization's director or owner (optional)