

## Press Release Tips

The following press release tips are geared toward general releases as well as event-related releases.

- **Put press releases in the body of an email.** Do not send Word documents. Use the subject line to give hint of what the release is about.
- **Find a contact at the newspaper/TV station, etc. who is most likely to cover this** – if it's a weekend event, send to weekend anchors, etc. For newspapers, find the person who covers human interest.
- **Keep press releases short**...one page is great!
- **If the release is surrounding an event, send the press release only one or two days in advance.**
- **Call the news desk** to remind them to come to your event. Do this the evening before the event. Be brief. Call at off peak hours. The folks covering the news desks aren't busy then and are more receptive. Be cheerful and simply say you're calling to remind them about the event and that you hope they can cover it.
- If there is something visually appealing about your release, **include PHOTO OP** at the top of the email.
- If you have a relationship with someone at the media outlet, **call him/her directly** and ask for help with coverage.
- **It doesn't hurt to acknowledge the competing activity.** Think about what is appealing with your pitch. What else is happening that day? You may be competing with the first high school home football game or Bronco's football. What could work? A lead example: "Tailgating isn't the only activity this weekend in NAME OF TOWN. EVENT at ...."
- **Put -30- centered at the end of your release** so the reporter knows it's complete.
- **Include contact information** at the top.
- **Do not attach** anything extra to your release.

The following template is a very standard template for a press release. It is not "exciting" or "flowery." It's direct and to-the-point. That's the basic idea behind a press release.