



## PRESS RELEASE/PUBLIC RELATIONS TIPS

**Press releases:** Start simple. Find an accepted press release template (available from NYS Women, Inc.) and email to your local media outlets. Below are some tips on writing effective press releases.

1. Grab attention with a good headline.
2. Get right to the point in the first paragraph.
3. Proofread it before you hit send!!
5. List your contact info at the top of the page.
6. Be concise: fit it all on one page.
7. Let them know where they can get more information: either add your chapter website or the NYS Women, Inc. website
8. Reinforce who we are and what we do: end your press release with description of your chapter and the NYS Women, Inc. mission and vision.

\* Just a note on when you should send a press release: Most chapters will be looking for media coverage before their event so people can read about it and buy tickets: send your release as far in advance as possible. If you can, follow up a week before, a couple of days before, and the same day.

Most newspapers publish community calendars in print and online, while radio and TV stations maintain online calendars where you can submit your events.

**WHO should you send press releases to?** Your local television stations' online calendar of community events is a good starting place. The local newspaper is a must. Most places have a free community paper that will also publish upcoming events.

Other media outlets include radio stations, weekly newspapers that cater to smaller markets, and online publications. Women's groups, YWCAs, local Rotary Clubs, and other local community organizations often maintain a calendar of events on their websites, so consider sending press releases to them, too.

The best method for sending press releases is email, so make sure you have up-to-date email addresses.

### Public Relations

- Email press releases to your local media outlets. If applicable to your news content, include some photos. Post your news to your website and to your social media pages.
- Become a news source. Reporters often need local sources (ex: garden centers on planting seasons) for interviews or reports. Become their "go-to" person for quotes, and you'll gain free publicity and credibility among prospective members. Offer your expertise to local media outlets, or try an online service like Help a Reporter Out ([www.helpareporter.com](http://www.helpareporter.com)) that matches story sources with reporters and editors.
- Support your community. To develop good will – and good publicity – support a local charity, participate in a fundraising walk or devote a portion of your profits to a local cause. Alert your key audiences to your participation with a press release.