

NEWS RELEASE SUBMISSION TIPS

Research and follow each outlet's submission guidelines.

- Generally, your contacts will prefer to receive news releases either by fax, mail or e-mail. Send your release the way the publication wants.
 - Type or paste your content directly into the body of an e-mailed press release. Many journalists delete e-mails with attachments because they take too much time to download and may contain viruses.
 - Send your press release to 1 publication at a time or blind carbon copy (BCC) the recipients to make the news release submission seem more personal.
 - Some outlets may prefer that you upload the press release directly to their website over a secure submission platform.
- Don't worry too much about finding out which exact individual you should send your release to if you don't have a lot of time. Get the person's title right, and that should be sufficient.

Send your release to your local media outlets.

- Daily newspaper in your community: Contact the City Editor or the editor in charge of the section that relates to your content.
- Weekly newspaper: Editor
- Magazine: Editor or Managing Editor
- Target newspapers, online newspapers or other media outlets in your geographical areas

Determine the timing of your press release.

- Your release may need to coincide with an event or speech contest. Otherwise, submit the release early in the week and early in the day.
- Choose an atypical time, such as 9:08 a.m. instead of 9:00 a.m. Doing this will keep your release from getting lost at the top of the hour.

Add media such as photos to your submission to increase your readership.

- Avoid sending media files over e-mail. Large files will clog an inbox and may end up in the junk mail folder.
- Send your contact person a link to your media through a service like Box or Dropbox. Alternatively, state that photos and videos are available upon request.

Follow up with a phone call. Ask if the recipient has received the release and offer assistance or further information as needed.

More:

- Many, many emails are sent. Everything sent that is not local goes to the delete file
- Fliers are rarely used – just not enough time for reporters to convert to a news article
- Many events are suitable for their calendar and not article worthy
- Emails sent in crisp, full sentences telling who what when where why and how will go to the ready pile and usually get in the newspaper

Pictures are worth a 1,000 words. Newspapers love pictures.
See information on submitting photos