

STEP ONE:

Craft a description of your project that can answer the question, “What is the NEWS value in this story?” You must make the case for newsworthiness within your release in order for it to be covered by some sort of news outlet—big or small.

STEP TWO:

Review your description to be sure the following are included:

- **Who?** Who is involved (keep this limited to key players)? Whom does your news affect?
- **What?** What is new or exciting or different? How is your project unique?
- **Why?** Why is this newsworthy?
- **Where?** Where is this happening? Does location add significance?
- **When?** When will it take place? Is the timing significant?
- **How?** How did this project/event/program come to be?

STEP THREE:

Clearly communicate your/your organization’s contact information at the top of the news release. This should be followed by a header reading “For Immediate Release,” and then the title of your release (your project title).

STEP FOUR:

Paragraph one should relay the essence of your news story. Paragraph two and three communicate further detail and ideally a quote or two about the project. Write your release as a reporter would: keep your sentences factual, use data if you have it, and be succinct. Include a human-interest element. Who is included in the project and why does this project matter?

STEP FIVE:

Edit your release to 1–2 pages in length. By providing your contact information at the top, you welcome a journalist to contact you with any questions. Also consider including specific hyperlinks to sources of greater detail, such as a full bio of a collaborator, reducing the need for additional text. Any photos included should be properly credited.

STEP SIX:

Read your press release aloud to yourself. Does it sound interesting? Do you communicate all of the necessary information (double-check your five Ws and How!) Triple-check grammar and spelling.

STEP SEVEN:

Research local press and any specialist press that cover projects similar to the one you are writing about. Collect contact information to send releases and build a working media list. Include deadlines; each outlet operates differently, so be mindful of their timing.

STEP EIGHT:

Distribute your press release by individual e-mail with the release pasted into the body of the e-mail and included as an attachment. Is your contact information clear and easy to find? Include a short intro to the press release. If appropriate, offer a press ticket to a show or an exclusive interview.

STEP NINE:

Any photos you share within the release should be properly credited and attached as singular images as well. Do not include large files that are difficult to e-mail.

STEP TEN:

Follow up with phone calls. Reporters' in-boxes are inundated with press releases. Take the time to follow up and ask if they received the e-mail and give them your elevator pitch.

STEP ELEVEN:

Respond to any and all additional information requests in a timely manner. Building media relationships can take time. Be professional and consistent in all of your responses to media outlets to promote a unified message about your project.