OHIO CREDIT
UNION LEAGUE

Tips for Effectively Distributing a Press Release

Media relations is more than writing a press release, hitting "send," and hoping for the best. Timing is crucial as reporters receive hundreds of press releases a week. To set yourself apart, follow up with the reporter because chances are they may not have even seen your release.

How and when you distribute a press release is important. Follow these tips to help gain exposure for your news item.

- The best time to send a press release is before noon, specifically between 9:30 and 10:30 a.m. Why? Reporters schedule most of their interviews in the late morning, or early afternoon. By 3:00 p.m. they are at or nearing deadline.

- Make sure you know how your reporter prefers to get press releases. The majority of reporters today appreciate distribution by e-mail; however, some still like fax and others even prefer mail.

- When sending by email, it is IMPERATIVE that you include all of your contacts in the BCC send box. It leaves a bad impression if you show your reporter that he/she is one of a large number of people getting this information.

- Also when sending by e-mail, copy and paste the text of the press release inside the e-mail. Many reporters are fearful of opening attachments from unfamiliar addresses. So paste the entire release into the email body AND attach the release.

- Put the headline of the press release in the subject line of the e-mail (and make sure it is catchy).

- Avoid having more than one contact at an outlet. One established contact that follows credit union news (banking, finance, business, etc.) at a news outlet is enough.

- Once distributed, follow up the next day by calling the reporter and asking them if they received the information. You may be surprised how many of them say they did not receive your news release.