

Press Release 101

Let people know your club is hosting a Rally event! The best way to spread the word to your community is to send a press release to your local newspaper. Here are a few tips for success with the release.

- Decide whether you want the local newspaper to come to your Rally and write about it or if you simply want them to run the information in the release. If you want the paper to send a reporter, make a note at the top stating, "Your coverage is invited" and list the timetable of your Rally. If you want the paper to write up the event from the material you provide, omit that step.
- In addition to Eileen Honey's contact information (included on the Rally press release) you should include yours as well, that way your hometown newspaper will have someone local to follow up with if they prefer.
- Sometimes finding the right person to send the release to can take a little detective work. If you call the main number at the newspaper and tell the operator you are looking for a contact at the metro desk who handles local events they should be able to help you.
- If your newspaper has a large sports section you may also want to submit the press release to the sports editor as well.
- Media people are often particular about how you communicate with them. You will need to tell the editor you reach that you want to submit a press release and ask them if they prefer fax, email or a hard copy sent via mail.
- Submit the release to your local newspaper at least two weeks before your event.
- Follow-up is very important in getting press coverage for events. Once you have sent the release you should give the editor about two days, and then make a follow up call or send a follow up email. The best way to approach this is to call making sure the editor received the information you sent and following up to see if they need anything further. If they seem lukewarm it never hurts to ask if there is more information you can send about your Rally that will entice them to report on it.