



## **Instructions**

You have three documents: Two press releases and one opinion/editorial. (Please see the *Media Tool Kit* included in your packet for an explanation on press releases and Op/Eds.) Choose one press release and/or one Op/Ed for each newspaper. (Please note: You cannot submit the same Op/Ed to more than one newspaper.)

Below is more information on how to promote the press release and Op/Ed.

### **Steps to preparing the press release**

- 1) Choose the press release you want to use and then add your name to the byline. Example: "By Jane Peterson."
- 2) Locate a local person and a local expert on the topic whose quotes will fit appropriately in the press release.
- 3) Interview both people.
- 4) Take their quotes and plug them into the areas that call for quotes. (See highlighted sections.)
- 5) Go to the highlighted sections and fill in the information requested. Much of it is information about your chapter or town.
- 6) Have a friend or colleague look over the press release to make sure you are not leaving any of the highlighted sections blank.

### **Steps to promoting the press release**

- 1) Find your local newspaper(s) under "N" for newspaper in the Yellow Pages.
- 2) Call the newsroom, and ask who would be the appropriate person to send the release to at the newspaper. Ask for the person's name and e-mail address.
- 3) Attach the press release as a Microsoft Word document with a note explaining who you are and how you can be reached in the body of the e-mail. The subject line should read: "Press Release for Immediate Release."
- 4) Send the e-mail to the designated person.
- 5) Allow four days before following up.

### **Steps to preparing the Op/Ed**

- 1) Add your name to the byline. Example: "by Jane Peterson."
- 2) Add the information requested in the highlighted areas. This will basically be local information and information about your chapter.
- 3) Have a friend or colleague read over the Op/Ed to make sure you haven't overlooked any of the highlighted areas.

### **Steps to promoting the Op/Ed**

- 1) Find your local newspaper(s) under "N" for newspaper in the Yellow Pages.
- 2) Call the newsroom, and ask to speak to someone on the "editorial page desk." Explain to that person that you want to submit an Op/Ed. Ask for an e-mail address where a submission can be sent. Be sure to ask for the type of information they are looking for at the end of the Op/Ed (name, address, e-mail address, etc.)
- 3) Attach the Op/Ed as a Microsoft Word document with a note in the body of the e-mail.
- 4) Send the e-mail to the designated person.
- 5) Allow four days before following up with the editor by phone.

**\*\*\*Please Note: The *Media Tool Kit* provides examples of press releases and Op/Eds.\*\*\***