TIPS FOR SENDING YOUR PRESS RELEASE

1) Format Your Release
Before distributing your press release, add your contact information at the top of the release in the area indicated. Include your phone number or other contact information in the closing sentence, and add specific information at the bottom of the release where indicated for media to use should they need to contact you. You can also make amendments to the release, shortening it or adding quotes and specific information about your Legion and its location, etc. Be careful, however, not to make any changes that make the release sound too much like an advertisement. Most media will not use releases that are blatant advertising.

2) Determine Where Your Release Should Be Sent
Newspapers, TV, and radio are the standard places where press releases are sent, but there are other potential outlets including websites and community-specific media. Usually an online search will result in a list of media in your area, including contact information. An example of a good online source for finding media contact information is www.kidon.com/media-link/ca.php, but there are several others. For newspapers, once you've made your way onto their website, you are generally looking for editorial staff or newsroom contact information; most TV and radio programs have general contact information for specific shows. Some websites also provide information about how their offices prefer to receive press releases.

3) Get Contact Information
If an online search doesn't give you the contact information you're looking for, you can also call the general number of the offices you're approaching. The receptionist should be able to provide you with information about to whom the release should be sent as well as that person or department's contact information.

4) Distribute Your Release
Get your release to the media outlets you've identified via e-mail, fax, or regular mail. When sending out your releases, take into account the lead-time required for a media outlet to use a press release. For example, a newspaper may require a release a week before its intended publication date. A magazine may need several months lead-time. If e-mailing your release, don't attach the document to an e-mail; instead cut and paste the entire text into the body of the e-mail. Some media outlets have blockers on their e-mail servers that prevent them from receiving attachments that may be carrying viruses.

5) Send Pictures
Including photos is a good way to make your release stand out in print media. If you are e-mailing photos along with your release, you should send them in a separate e-mail. If you attach photos, make sure that they are pertinent to the release, and that they are of print quality. Don't send low-resolution photos, or pictures of people so far off in the distance that you can't make out their features, etc. Also, don't send photos that will take forever for the receiver to download. In the subject heading of the e-mail containing photos, indicate that they are related to the previous press release e-mail by referencing it. For example, if the press release e-mail was called "Legion Release", call the e-mail with the photos attached "Legion Release – Photos".