

Checklist: How to Send a Press Release

A press release is essentially a newspaper story that you offer for a media outlet. They can use it verbatim, season to taste, or ignore it as they choose. The steps are:

1. **Take some great pictures of your practice/event/new hire**
2. Call local paper and ask who the appropriate contact is, confirm ideal word count they like to see
3. Write the press release, using our template for inspiration, minding the word count the paper told you about
4. Ghostwrite quotes for relevant parties and allow them to review and edit what you suggest
5. Check the readability score, using www.read-able.com, and aim for 45-55
6. Have the District Manager review/proofread and approve
7. Email the press release to the appropriate contact at the paper, and send a copy to PACD for them to use as well
8. Call with 48 hours to confirm receipt
9. See if it actually ran, cut a clipping from paper version or get a screenshot of the online version
10. Send a copy to their partners if the story runs, because they might not see it otherwise.

