

HOW TO SUBMIT A PRESS RELEASE



1. IDENTIFY YOUR METHOD - FAX, EMAIL, ETC.

Check the web site of your local paper for information on submitting news. Editors may have a preference – find out what’s standard for your paper. A quick call to the main telephone number may help.

2. IDENTIFY YOUR EDITOR.

Check the staff roster of the paper. The size of the paper may help determine whether there is a specific editor for art/education related news.

3. WRITE AND SEND YOUR PRESS RELEASE.

Use the Word template as a starting point for your press release. Cut and paste it into your fax template or the body of your email, making changes as needed. Note “FOR IMMEDIATE RELEASE” and “###” – these are essential parts of any press release and should be included in your transmission.

