

Tips for Day of Service Press Release

Press Release:

- Use the attached template media release, plugging in your chapter's specifics.
- Send out to your local media by March 1. Hopefully, your chapter has a good start on a media list, which includes names such as the news director or local assignment editor at either a newspaper or television station. If not, this is a great research project to have members work on in down time.
- Typically, press releases should be sent electronically, with all addresses in the BCC field. It is standard to put the press release language in the body of the email and not as an attachment, as some news' email systems will send your email to spam if it has an attachment.
- Consider hand-delivering to your local paper, and placing calls to the media contacts after sending to see if they have any questions.
- If your Day of Service event includes an opportunity for the public to purchase tickets or participate in some way, consider submitting your event's info to local community calendars. To learn more about how to find these free media resources, go here: <http://www.menifeebuzz.com/bizz-buzz/item/1316-17-free-event-listing-websites>
- Don't forget to ask your community partner for help in promoting your event. For example, if you are working with your local humane society, more often than not, they have a community relations or public relations staff member or volunteer. They would be happy to send out your press release to their media contacts, as it highlights their organization as well.
- Local is best! Don't forget your college or university's local news-gathering organization.

Media Alert:

- If your event is such that it may garner day of coverage from print or television, use the sample media alert to send out up to two days before the event.
- Think of this document as an "invitation to cover" your Day of Service, and to interview participants, recipients of service, and take photos.

After the event:

- In this digital age, you can easily submit your own photos of your event to local media. Be sure to check our tips for taking great photos, and consider sending high-resolution photos to your local newspaper.
- If your photo includes a particular member of your chapter, send it to their hometown newspaper! Everyone loves to see someone they know in their local paper.