How to Issue a Press Release

Step 1: Edit the Press Release to include your relevant information

Use the attached template and fill out the necessary missing information.

Step 2: Identify and contact outlets to submit the press release

Options include:

- Your local newspaper, magazine, radio stations, or TV stations
- Any other newspapers, online outlets, or other media outlet relevant to the press release
- Any reporters or editors relevant to the subject with whom you have established a previous connection
- Relevant blogs and industry leaders

Step 3: Submit the press release

- Make sure you research each outlet’s submission guidelines
- Submit the release according to the guidelines
- If emailing, only send the release to one outlet at a time, or use BCC
- Follow up with a phone call

Step 4: Email Jerica Pitts at jpitts@pcipr.com to inform her of all the media outlets to which you have submitted the article.

Important Tips

- Identify editors and reporters who would be most interested in the press release subject
- Establish a connection before sending the press release
- Choose your media list carefully, and always find out the preferred submission method
- Only send the release to one individual from each news outlet