



PLANNING PRESS OUTREACH

HOW TO WRITE PRESS
RELEASES AND
COMMUNICATE WITH THE
PRESS - 2021



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PLANNING PRESS
OUTREACH

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GETTING STARTED



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Why should you interact with the media?

It can help you reach a wider audience and boost your credibility! Your chapter's success will be largely dependent on your neighborhood. One method to begin expanding your network is to engage with the media.

How can I gather contacts?

The internet is your greatest ally! Make a list of local media outlets with which you can communicate. Local newspapers and online outlets are examples of this. Names, titles, publications, emails, and phone numbers should all be included. Make personal contact with each person on your list and introduce yourself, your chapter, and what you've been up to!

What are press releases and advisories?

Press release

This is a story that you believe reporters should cover or publish as news or a summary of your event's information. Make sure that any elected official whose quote you feature in your piece has given you permission to publish it. You will be the one to write it. You can also share it on your own social media accounts!

Press advisories

This is a notice of an upcoming event, such as a rally, a charity drive, a guest speaker, or anything similar. In terms of information, you must include the 5 W's and the event's purpose. Include as much information as you can while keeping it short and sweet. If the reporter has not responded within three days of your event, make sure to follow up with them.

PRESS RELEASE TEMPLATE



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Month 0, 0000



**FOR
IMMEDIATE
RELEASE**

Contact: Name, Position
Phone: (000) 000-0000
Email: email@njhsreps.org

HEADLINE TEXT GOES HERE

Here's where you'll write the subheader, which should include a detail not included in the main title.

CITY - This is where the central article blurb goes. In the paragraphs below, make sure you attribute a person from the organization, and write in a news-style format.

This is where the organization's "about us" section goes to provide background. (For instance, the New Jersey High School Republicans is a state-wide, youth-led political organization. NJHSR student activists collaborate with affiliated organizations and local Republican parties at the state level to campaign for conservative ideas and elect Republicans at all levels.)

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For more information about the organization, please visit www.njhsreps.org

PRESS ADVISORY TEMPLATE



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Month 0, 0000



FOR
IMMEDIATE
RELEASE

Contact: Name, Title
Phone: (000) 000-0000
Email: email@njhsreps.org

MEDIA ADVISORY: HEADLINE TEXT GOES HERE

Write the subheader here containing a detail not already mentioned in the main headline

CITY - Short description of what will happen here. (Example: Somerville High School students will express their concerns about the impact of continuing the cohort-schedule of schooling.)

When: Day, Month 00, 0000 - Approximately 4:30 p.m. EST (for rallies, put "doors open at...")

Where: Address, room location if applicable

Why: For if further context of the situation is required, if there are speakers, this is the place to put their names and bios. (Example: Many students at Somerville High School have serious and unaddressed concerns about the cohort schedule and splitting of school attendance...)

[Put any other information a media outlet would need to know here.]

This is where the organization's "about us" section goes to provide background. (For instance, the New Jersey High School Republicans is a state-wide, youth-led political organization. NJHSR student activists collaborate with affiliated organizations and local Republican parties at the state level to campaign for conservative ideas and elect Republicans at all levels.)

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