**Press release slide**

* Press Release for Immediate Release (sometimes people embargo – that’s okay)
* Contact info (some people on bottom, I like top)
* Photos/Videos available upon request or a link to a flickr/youtube account (some people put at the end)
* Headline
* Sub-header
* First Paragraph – City – Date
* Quotes – first quote
* Rest of body
* ### (or at bottom)
* Organizational info at the end – About CAMEO
* Make sure you have a website!

**QUOTES**

Someone from your organization

A person of influence – politician – might need more than one -

A beneficiary

Writing good quotes – ON MESSAGE, in speaker’s voice – create the passion – writing in and out of a quote – writing into it

**Press Lists slide**

Press databases expensive – annual fee of $2000 to $5000

Easy Media list: about $200 for northern, $200 for southern

How many people would be interested in access to a database (and could get the budget for it)

Wire services $250 for under 400 words

**Names and titles matter**

News releases should always be sent to a specific reporter or reporters when possible, rather than the generic, catch-all email addresses you often find in the contact section of websites.

You should also understand how stories are developed and assigned. For example, the producer of a broadcast show is often better to approach than an anchor.

**Stay up-to-date**

Updating your media list is a continuous process. Reporters can change jobs or change their focus at an outlet. New outlets appear and others can go out of business.

Add the wide range of outlets-local weeklies, special-interest publications, “shoppers” or trade-association publications. It is sometimes easy to focus only on the major daily or 6 p.m. news broadcast, but coverage in smaller outlets can make a big impact. If you will be targeting a new geographic area, call a colleague to help identify all possible outlets.

Many news and feature outlets are now exclusively online. Make sure these are included on your media list.

**Tailor and target**

News about nonprofit organizations appeals to a variety of reporters-news, business, feature and calendar reporters to name a few-but not every news release should go to every reporter.

Monitor the top “target outlets” where you would like news coverage. Learn the issues and angles each reporter covers and add them to your media list when you see a good fit. One idea is to create Google alerts for specific reporters to help you track coverage and see who is covering an issue more frequently or in greater depth.

Keep track of what you have sent reporters previously, what conversations you have had with them and what coverage you or similar organizations have received from them. There are a variety of media databases available, but you can easily create your own tracking document.

**Questions**

**Resources – I can edit.**

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**PROOFREADING SLIDE**

**1 Use correct spelling, punctuation, and grammar**

**No one notices when it is done well, but they see your mistakes clearly.**   
 So much info out there – you want to present yourself and your organization in the best possible light.

  If you don’t know – google it – or get a guide - "Strunk and White"

**2 Print out a hard copy**

How many of you compose directly onto a computer? I do. It is easier to read and to find your mistakes on paper.

**3 Read your work aloud**

This is the single best self-editing technique.

You catch the ‘form’ ‘from’ mistake

You will find awkward places or unclear references as soon as the words are out of your mouth.

After you've fixed the problems, read it aloud again.   
Keep doing this until you can't find any more problems.

**4 Find an editor** Always have a 2nd pair of eyes