

Tips on How to Share Press Release

1. Know your audience

Decide who should see the release (local media, school community, partners, parents, alumni) and tailor your distribution accordingly.

2. Email local media directly

Send the press release to editors, reporters, or assignment desks at local newspapers, TV, radio stations, and community outlets. Keep the email short and paste the release into the body of the message.

3. Use a clear subject line

Example: "Press Release: [Chapter Name] Hosts Leadership Event"

4. Share on social media

Post the announcement on your chapter's social media channels and tag relevant organizations, schools, or partners when appropriate.

5. Post on your website or newsletter

If your chapter or school has a website, blog, or newsletter, publish the press release there for easy reference.

6. Send to school administrators

Share with principals, advisors, school communications staff, or district offices who may amplify it through official channels.

7. Include contact information

Always list a name and email address for media follow-up.

8. Be timely

Send press releases shortly before or immediately after an event while the news is still relevant.

9. Keep it professional and concise

Use clear language, proper grammar, and AP-style formatting when possible.

10. Follow up (politely)

If appropriate, send one short follow-up email a few days later to key media contacts.