

## **Library Literacy Marketing Toolkit**

### **Press Release Distribution Tips**

Distribution of your press release is just as important as the writing of the release. Here are some tips for a successful distribution:

1. Target your audience. Contact only the writers and editors who cover your topic – local government, education, civic affairs, etc. If you don't know who they are, take the time to find out. Don't make the mistake of sending a press release to a group of general media sources in hopes that someone will pick up the story. In most cases, the bulk of your work will end up in the wastebasket.
2. Find out the best way to contact your target audience. Not every journalist wants press releases by mail. You may need to use postal mail, email, or faxes.
3. Don't send email press releases with attachments. They will probably be deleted immediately upon receipt. Make sure to include the entire release, including the headline, within the body of the message.
4. Don't follow up. Editors receive hundreds of press releases on a daily basis. Chances are you will irritate most editors by making a second contact to ask if they received your press release.
5. Know editors' deadlines. If you are sending a time-sensitive release, don't expect a monthly magazine editor to cover your event scheduled for next week. Find out what the appropriate lead time is for publication in their media.
6. If writing about your web site, make sure the site is updated before you send your release. Editors will usually visit the site if they have an interest in your program/service.