HOW TO: Distribute your Acupuncture Awareness Week Press Release

QUICK TIPS:

- Try and keep your press release onto one page as journalists have little time to read through pages of text.
- If you are sending your press release via email, make the subject line engaging, as this will grab the attention of the journalist and will most likely form part of a tweet they will send about your news.
- Never send press releases as attachments to emails as many companies see these as spam and instantly delete them.
- Do not assume the reader will understand highly technical terms or phrases.
- Quotes are useful, but ensure that anyone that is quoted is available for interviews.
- One or two images are enough for a press release.
- Ensure someone is available for follow up if the press release generates some interest.
- Follow up your press release with an email or a call to the person it was sent to.

Which journalists should I target?

It helps to research the press and media you will be targeting. Look through back copies of publications and tune in to relevant radio programmes to see if this press release is relevant or could be of interest to them. There are many layers that can be used to target press and media but for your AAW press release we have written this with the intention of distribution to your local press.

When you do your research, identify working patterns and deadlines. Many weekly local papers, for example, have a Tuesday deadline for Thursday publication. So, you might be wise not to issue and chase a local press journalist on a Tuesday when they are trying to finalise their stories.

What’s the best way to get my release to journalists?

Generally, by email. It’s wise to treat the subject line on the email as the title, to grab the journalist’s attention. Any release sent by email should be pasted into the email rather than attached. Many press and media organisations have automatic blocks on attachments. Also, it’s wise to avoid any jpeg logos. Journalists are inundated by emails, so do follow up your emailed press release with a telephone call to check receipt.

Should I send photos with the release?

Photos are a great way to get your message across, and can be quite striking. Avoid head-and-shoulders shots, however — think more creatively.

Be careful with branding, as shots that have large logos in the background can be a huge turn off.

It is advisable to include in your press release, under 'Note to editors', that photos are available on request rather than sending them automatically with your email release. Clogging up in-boxes won’t win you any friends. When you send through a photograph, always include a caption. If people are
included, state “Left to right…” then list the people in the shot and any further detail that’s relevant (i.e. where, when, etc).

**Follow up with journalists who picked up your story**

Thank those who ran your release or a story derived from your release. If you are personally interviewed, thank the journalist for the interview and ask about keeping in touch through social networking sites. If you’re invited to share updates on your news story, do so with brief, personal, occasional emails.

For a list of newspapers in your area visit [http://www.newspapersintheuk.com/](http://www.newspapersintheuk.com/)

For any other questions please contact Jennifer Hodges, PR and Marketing Officer, at 01733 390007 or via marketing@aacp.uk.com

Acupuncture Association of Chartered Physiotherapists