

# HOW TO SUBMIT A PRESS RELEASE



## 1. IDENTIFY YOUR METHOD - FAX, EMAIL, ETC.

Check the web site of your local paper for information on submitting news. Editors may have a preference – find out what’s standard for your paper. A quick call to the main telephone number may help.

## 2. IDENTIFY YOUR EDITOR.

Check the staff roster of the paper. The size of the paper may help determine whether there is a specific editor for art/education related news.

## 3. WRITE AND SEND YOUR PRESS RELEASE.

Use the Word template as a starting point for your press release. Cut and paste it into your fax template or the body of your email, making changes as needed. Note “FOR IMMEDIATE RELEASE” and “###” – these are essential parts of any press release and should be included in your transmission.

