

10-Step Checklist to Press Release Success

Writing a press release is valuable, and is an **excellent way to get media attention and to connect with parents**. Before distributing your release to the media, make sure you consider these 10 points to ensure you will get noticed.

- Build a media distribution list
Make a list of all media you will want to connect with. Organize your list by category: newspaper, radio, television, bloggers, websites, etc... *Ensure that your selection is relevant to your audience.*
- Limit your messages
Your press release should highlight **no more than 3 key complementary messages**. *List them in a working document so you can always refer back.*
- What's your story?
Whether on- or off-line, your audience – in this case the journalist, blogger, or a reporter – needs to be drawn into reading your entire story. **Reporters look for facts, personal experiences and your proof of expertise.**
- Headlines matter
You only have a few seconds – **be concise, be precise and tell them what they'll get!** What's the concept? What will I learn? Why should I read this? Your headline should be **no longer than 10 words**.
- No buzz words!
Each industry has its own jargon and set of acronyms. **Do not use them** in a press release UNLESS it is intricately tied to the topic. *Material that is too industry-centric is less likely to be picked up as it does not have broad readership appeal.*
- Resources & multi-media
The information is about solving an audience issue and providing information. Reference other sources where possible and enhance engagement with multi-media. Feel free to attach photos and videos. Provide rich depth to your messages. *If sending multi-media elements, it is recommended to host the material on your website or server and provide a direct link in the release.*

- Proofread; proofread; proofread!
Errors in grammar and spelling kill your credibility! People will focus on the errors instead of the message or worse they could stop reading before the release is finished. *Use spellcheck, re-read your text, ask a colleague to re-read your text and – where possible – ask someone outside of your industry to re-read your text.*

- Distribute
Now that you have written the perfect press release, send it to your media distribution list. **Consider sending unique emails to each contact and personalize an introduction.** If your list is too large, use the BCC option to keep email addresses confidential.

- Follow up
You're not quite done with the distribution! **Giving your reporters a day, follow up with them – either by email or by phone.** These follow ups *MUST be individual and customized to re-iterate the benefit of sharing your messages for that particular media channel.*

- Respond
As your media picks your story up, they may reach out to you for further clarification and additional information. **Reporters are on a deadline – respond as quickly as possible.** Ideal response times are within the hour and should not be more than a half a day. Even if your response is to advise that you will connect later, *let them know you acknowledge their questions and are interested in the discussion.*

About Our Kids

With more than 10 years of experience, Our Kids proves how the interaction of content creation, engagement and analytics leads to awesome marketing results.

Our websites, blogs, mobile apps, and print magazines house hundreds of articles, videos and advice guides on education and child development, making Our Kids Media the largest multimedia publisher and #1 school search resource in Canada.

We have launched the Our Kids Marketing Academy to provide you with an even higher standard of service and enable you to be better marketers.

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