

## **Tips for Distributing Your Media Release**

The Council encourages you to share the exciting news of your CDA Credential with neighbors and members of your community. To help you get started, we have included a sample media release for you to customize and use in local community newspapers and online community websites like [www.Patch.com](http://www.Patch.com).

Here are some guidelines to assist you with the process:

### **1 Customize**

Download CDA media release templates directly from the Council website for easy customization. Simply visit [www.cdacouncil.org/cdamediarelease](http://www.cdacouncil.org/cdamediarelease), click the appropriate media release document link, save and customize!

OR

Retype the sample media release provided with your CDA Credential. Make sure you fill in all the customizable sections with your correct information.

**Don't forget your headshot photo!** Newspapers and media outlets like to receive a photo with a story. It is best to attach the highest quality resolution photo you have in jpeg format with your email.

### **2 Research**

Before you send out the media release take a few minutes to visit the websites for your local community newspaper and online community websites (i.e. [www.Patch.com](http://www.Patch.com)) to make sure that the publication you contact allows email submissions of media releases. Some media outlets still require you use standard mail for media release submissions.

**Please note:** Most media outlets have a generic email address you can use to send your media releases, but it's also helpful to search media outlet's website to obtain the name and email address for an individual. Sending your release directly to a specific editor or reporter, such as the Education Editor or Education Reporter, will increase your chances the release will appear in the newspaper or online.

### **3 Send**

Many media outlets have restrictions on sending email attachments. It is best to copy and paste your media release into the body of the email, in addition to attaching your media release and photo. This will increase the chances the media outlet will run your release even if they don't accept email attachments.

**Keep in mind:** Be accessible to local media outlets following the submission of your release. You might receive a follow-up phone call or email from a reporter with additional questions.

### **4 Follow-Up**

A couple of days after you submit your media release consider making a follow-up phone call or sending an email to the agency or individual to whom you sent the media release to ensure they received it and see if they have any follow-up questions.

### **5 Promote**

If your local community newspaper has an online edition or an online community website like [www.Patch.com](http://www.Patch.com), you can maximize the value and duration of the buzz by posting a link to the article on your Facebook, Twitter and/or LinkedIn accounts, expanding the exposure to your personal and professional social media networks.