



Local News: Press Release

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Local News Paper

Your Local Newspaper is a great place to advertise



Only contact local newspapers, not national ones.



- You want an article and picture to be published rather than just an advert.
 - To do this you need to send a press release
- (not all papers will take you up on this, but if you don't ask you don't get, so it's absolutely worth a go!).
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Here's How To Send A Press Release....



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- Send your press release on a Tuesday morning at 9am. (Most likely will be seen and reacted to at this time and day)
 - Send it in the body of an email, not as an attachment.
 - Address the email to the person that handles press releases or/and local business news. Google the names and email address, and send out each email individually.
 - Have a good quality photo of yourself ready to send, but do not send with a photo, unless they email back to request one. Not a smart phone one, a proper camera one as it needs to be in high resolution. Ask a friend with a decent camera to take a photo or ask a local photographer, offer to pay, but most will do it for a bottle of wine as it will only take 5 minutes if you go to them and add their photo taking credit when you send the photo.
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- If you can link your article to a recent news issue then it is more likely to get published as it's more relevant. Pretty much a standard news issue that never goes away and is current is the severe lack of carers and care services to meet the needs of the ageing population. So that's a good one to relate to as your business is helping to solve that issue!
 - Remember you want local work, so only contact the local newspapers.
 - If the paper gets back to you, respond ASAP as they run on tight deadlines so you do not want to miss your opportunity to be featured.
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Press Release Email Template






Your press release may not get published and you may not hear from the local newspaper.

But there is absolutely no harm in sending one over, if it relates to a recent news issue even better.

If it's a slow news week and they are looking for something to publish, then you just never know, you could have gotten yourself a nice bit of free advertising there!





Top Tip:

For a press release to be more likely to be published you need to do the reporters job for them!

The better you write the press release, if they only have to tweak it a little, they are more likely to use it.





Task:

Write and send your press release!!

and if you get featured, don't forget to tell us!

