



A Step-by-Step Guide to Sending a Press Release to Local News Outlets

Sending a press release to local news outlets is a great way to raise awareness about an important issue or event. Here's a step-by-step guide for community members on how to send our 2023 template press release to local news outlets:

1. **Edit the template press release:** Read through [our template press release](#) and add in quotes from yourself or your local organization. Make sure to add your contact details. Save it with a helpful file name like "World ME Day 2023 press release".
2. **Research your local news outlets:** Find out which local news outlets are likely to be interested in your press release. This might include newspapers, TV stations, and radio stations. Look for outlets that cover health and wellness, community events, or local news.
3. **Find contact information:** Once you've identified the outlets you want to contact, find the contact information for their news desk or assignment desk. This might be listed on their website, or you can call the station or paper and ask for the information.
4. **Write your email:** Write a brief email introducing yourself and your local organization if you have one, and attach the press release to the email, preferably as a word document. Here's a sample email template you can use:

Subject: World ME Day raises awareness of devastating symptom impacting millions post-COVID

Dear [Name of News Outlet],

I'm writing to share a press release about World ME Day, which is taking place on May 12, 2023. This year, the World ME Alliance and its 22 member organizations are launching a global awareness campaign addressing the hallmark symptom of ME: post-exertional malaise (PEM) and using the tagline "ME: the disease where pushing harder can make you sicker."

The press release is attached to this email. We would be grateful if you could consider covering this story in your news outlet. Please let us know if you need any further information or if you have any questions.

Thank you for your time and consideration.

Best regards,

[Your Name]



4. **Send your email:** Once you've written your email and attached the press release, send it to the contact information you found in step 2. Be sure to include your contact information in the email so that the news outlet can get in touch with you if they have any questions.
5. **Follow up:** If you haven't heard back from the news outlet after a few days, follow up with a phone call or another email. Be polite and professional, and emphasize why you think this story is important for their audience.

Remember, not every news outlet will be interested in your story, so don't be discouraged if you don't receive a response. Keep trying and don't give up!

