



## **Sending a Press Release**

Typical communication with the media begins with a press release (don't worry, we wrote most of it for you). Use ACA's template to let your local media know that you will be observing National Chiropractic Health Month—be sure to insert the appropriate information where indicated. The press release will tell members of your community more about you and your practice and let them know that you are available to help them achieve their health and wellness goals.

Try the suggestions below to get the most from your media outreach efforts:

- Make sure you send your press release to the appropriate contacts. Look for titles such as “Editor,” “Assignment Editor” or “News Director.” Or you can send the press release to a reporter who you have noticed covering similar stories. E-mail is the most common method of sending a press release nowadays, but snail mail works, too.
- If you're still not sure where to send your press release, call your local media outlets and find out who the appropriate contact is. Introduce yourself by telephone, and tell them that October is National Chiropractic Health Month. Let them know that you will send a press release, and encourage them to contact you for more information. Make sure you have correct contact information before you hang up.
- Follow up after your initial contact by sending the press release and perhaps a relevant fact sheet. Be sure to notify the reporter of your event well in advance. Give at least two weeks notice to a daily or weekly newspaper or broadcast station and allow up to three months for coverage in long-lead publications such as magazines.
- Always be professional and honest with reporters and editors. Also be respectful of their time when speaking with them by phone. Regard them as allies in spreading the news about National Chiropractic Health Month. The relationships you cultivate now will flourish later, even if your efforts don't result in a story this time.

## **Planning an Event?**

If you are planning an activity or event tied to National Chiropractic Health Month, send out a media alert or a second press release at least one week before your event as a reminder. Be sure to note:

- What the event is and include any key speakers, titles and affiliations.
- Where and when the event will take place.
- A sentence or two describing National Chiropractic Health Month.
- A contact name, telephone number and e-mail address.