



Promoting Your Organization in the Press: General Guidelines

Here are some methods for promoting your organization.

Press release – A document submitted to the media that is written like a news article. It could announce a new program or highlight how your organization or program is strengthening the community. Press releases are written in the inverted pyramid style – with the most important material coming first. See attached for more information on writing a press release.

Media advisory – A one-page document inviting media to an event or a press conference. You will often have additional press materials to hand out at the event. See attached for sample media advisory.

Op-ed piece – Short essays (800 words or less – check paper’s guidelines) that appear opposite the editorial page of a newspaper. Op-eds are often written in conjunction with a current news story. They can be a great opportunity to highlight ways your organization strengthens the community. See attached for more information about writing an op-ed.

Letter to the Editor – A very short (200 words or less) reply to a news story or op-ed. Letters to the editor are often written to correct the public record or advocate about an issue. It’s another way for your organization to promote itself.

Both op-ed pieces and letters to the editor should be written by your Executive Director, a board member, or someone with expertise in the field.

Website

You should put all press releases and op-eds you submit, regardless of whether or not they are published, on your website. Of course, you should also include any type of press you receive on your website, too.

You may also want to include an online press kit – with staff contact information, press releases, fact sheets, photos, videos, and other images.

Be sure that your organization can easily be found through Google and other search engines.

Social Media

Facebook, Twitter, and blogs are a great way to promote your organization and raise awareness.

Whatever methods you choose, the key is to emphasize how your organization or program strengthens the community and how you are effective, efficient, and essential.