

State Association Guidelines for Press Release & Follow-Up

- Establish relationships with local press, especially health beats.
 - Pick up the phone to call them.
 - Know of their work ahead of time.
 - Make sure they are getting things that are exclusive. **If everyone has the release, it is not news.**
- Release White Paper via Press Release (If you use a service they will have instructions and support.)
 - Top Free sites:
 - PRLog.com
 - PR.Com
 - OnlinePRNews.com
 - PR-Inside.com
 - Newswire.com
 - PRFird.com
 - Top Pay Sites:
 - PRWeb.com (\$99+)
 - PRNewswire.com (\$300+)
 - BusinessWire.com (\$400+)
 - MarketWired.com (Varies)
 - Things to Consider:
 - Make sure it already reads like a news article. Formats are easily found on free and paid sites along with suggestions for how to get your press release noticed. **Primarily: stick to the facts.** Simple is best...try to avoid the overuse of adjectives. **This is a News Release, not an Advertisement.**
 - Release early in the week and day. An example is somewhere between 9:22-9:37am on a Monday or Tuesday. People have arrived at work, gotten settled at their desks and are diving into their day. It will pop up as they sit down.
- Send Press Release to the Following People:
 - Press: Especially local. (We use PRWeb which distributes for us, but if not, you must distribute to your choices.) If Do-It-Yourself, DO YOUR RESEARCH. Find reporters who have been covering the opioid epidemic from any angle (law enforcement, medical/health perspective.)
 - Members of State Opioid Task Forces and the OTF Staff.
 - State DHHS Offices or other governing bodies of acupuncture.
 - Attorneys General and States Attorney Offices.

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- YOUR LOBBYIST (with expressed permission to distribute as necessary to help your agenda.)
 - The various legislative committees (MOST ESPECIALLY THEIR LEGISLATIVE STAFF...these people will be writing the legislation.) Each Delegate, Assemblyperson, Senator, etc. will have their own staff, including the Chair and Vice-Chair, but there will also be staff assigned directly to the committees. Do not forget the importance of these people. KNOWING THESE STAFF MEMBERS IS KEY TO SUCCESS. IT DOES NOT MATTER WHO YOUR LEGISLATIVE FRIENDS ARE...make sure you have a great working relationship with their staff members, no matter how great the turnover may be.
- **BE AVAILABLE TO ANSWER QUESTIONS AND FOLLOW THROUGH:** Success comes with both patience and tenacity. You must have the patience to understand that things will move at a certain pace, and be prepared to follow any campaign, be it press, public relations, or legislative, through to the end.

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