

Submitting Your Press Release or Letter to the Editor

Most local news outlets - print, radio, and television - have information on their websites indicating where to send press releases and other contributions. Here are some tips for figuring out whom to send these materials to:

Press Releases

- Contact information can generally be found through a “Contact Us” or “About Us” link – often on the very bottom of the website’s home page or in a main menu.
- Afterschool press releases should typically be sent to the News Editor/News Director or, if they have one, the Local Editor/Local News Director.
- Larger newspapers or stations may have an Education Reporter or Editor, and if so, email the press release directly to him or her in addition to the main News contact.
 - Sometimes, the “Contact Us” page lists reporters by the specific area they cover.
 - If not, you can look through the website to identify a reporter (or reporters) often on the education beat, and send your release to them.
 - Many websites list email addresses for reporters either as part of their byline at the top of the article or at the end of the article.
 - If you cannot find an email listed, but would like to reach out to the reporter, you can call the newspaper’s main line and ask for the reporter’s email or phone number.
- If you can’t find specific email addresses for relevant editors, press releases can be sent to the email addresses indicated for general inquiries (often info@newspapername.com, or tips@newsstationname.com).

Additional Tips

- Use the ideas below to make a list of contacts in a spreadsheet or table – include names, emails, and the related media outlet – and update it each time you send a press release out.
- Need some extra help on this? Find a student who is interested in journalism or developing their office skills and ask them to start the list.

What to Include in Your Email

- Paste the whole press release in the body of an email **and** include it as an attachment.
- Include the full name, title, phone number, and email of the contact person for your organization.
- Make sure your contact person is ready to respond to any questions.
 - If the press release is for an event, the person who is running the event, and therefore won’t be able to answer the phone, is not the best contact person!
- Include a photo if you can.

Letters to the Editor

- The paper’s website will usually have directions – sometimes under “Contact” and sometimes on the Letters or Opinion page.
- Most publications have a specific address to which you email Letters to the Editor.
- Some now have online submission forms that you can copy and paste the letter text into.

What to Include in Your Email

- Paste your letter into the body of an email, don’t just send it as an attachment.
- Include your full name, title, **home** address (it will not be published), phone number, and email.
- They will call to verify that you wrote it if they are going to publish it.

NYSAN is here to help. If you have any difficulties locating the right people to send a press release or letter to the editor to, please don’t give up! Call us at 646-943-8670, and we’ll help you figure it out.