



~How to use the Press Release to make it local~

1. Identify the local paper/s you want to use. Call them to find out which reporter is in charge of local stories with a medical slant/ lifestyle or the editor in charge of medical information or assignment editor. Most of this you can find online. But if you call they are usually helpful when you tell them you want to submit a story or a press release.
 2. Besides name get contact information, fax, email #'s.
 3. If you want to be contacted yourself about your own story add your name to the bottom of this Press Release where it says for a local story contact. **DO NOT CHANGE THE WORDING** on the Press Release. We want to keep consistency and protect you and others.
 4. Email a copy to your contact and cc to the head editor of the paper. If in doubt, send the release to the department's inbox and the release will be distributed to the correct reporter.
 5. Mail a copy to your main contact.
 6. Follow up in a week.
 7. Do not harass!!
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- Don't be discouraged if you are not contacted for the first time you submit this press release or your story. Many professionals wait years to be called. Diligence and patience can go a long way. Follow up politely.
 - Remember- We want to spread Awareness not enrage the press.
 - We recommend you write out your story so that if you are contacted you are not stumbling over your words or caught off guard. Put down the points you want to make and/or the timeline. We want you to be honest about your story but we ask that you refrain from slandering and naming anyone specific unless it is praise. We want support - not lawsuits so be careful you do not come across as an angry radical. You have a story to be told and it needs to be heard. See Telling Your Story for more tips.
 - For any help, support, questions. please feel free to contact marketing@fndhope.org

Good luck!