**NJCPA OVATION AWARD MARKETING TOOLKIT**

**Tips and Guidelines for Sending Your Press Release to the Media**

1. **Targeting Media**

Identify media outlets that publish similar news. For this type of announcement, media outlets that are most likely to publish your Ovation Award achievement are local media, accounting and business media, and organizations with which you are personally involved. These are good starting points, but there may be media in other categories as well.

1. **Tailor the Press Release**

The press release template you received shows the areas that you must customize.

* Make sure the date shown on the release is the actual date that you are pitching the reporter. You can still call/contact them after the date since some are weekly or monthly etc. but just be as timely as possible.
* Replace the red-lined copy with your own, including a short description of your personal accomplishments in the third paragraph.
* If you want to include a quote, select one that is relevant to the audience for that media outlet.
* Make sure to include your company’s/school’s boilerplate (description) at the bottom.
* At the top of the release, list the name and contact details of the best person to field calls/emails from the reporter.

1. **Contacting Media**

* Catchy subject lines do the trick. Reporters are busy and receive voluminous amounts of emails. So, grab their attention with specific details of the story. Here are two examples:
  + Bergen County CPA Achieves NJCPA Ovation Award
  + Stockton University Educator Awarded for Excellence in Teaching
* When you email or call a reporter, include a statement or two about why this is timely, relevant and important. Provide two or three facts that describes why this announcement matters to their audience, e.g., you are a local resident, you work in the industry or are personally involved.

1. **Make Yourself Available**

* Reporters may want to follow up with you for additional information. State your phone number and email on the top of the release where noted in the template and take time to be available for any calls.