

# Dixie District Press Release Quick Start Guide

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Greetings!

I am so happy you have elected to use one of the Dixie District's prescribed press release templates. Before you begin, please take a moment to read over the release. You'll notice several areas are highlighted in gray. These will be the sections you will need to customize and fill in with your chorus' information. They appear in the header and footer and body of the release. Make sure you have all the information needed to fill in these areas before you begin.

**NOTE:** These releases have been reviewed and vetted through media experts and are written based on the *Associated Press Style Guide*, which is the preferred style guide of the majority of the publications and news outlets across the country. Any perceived grammatical errors (lack of Oxford comma) or lack of capitalization (titles) are done on purpose to follow this style guide. The reasoning for this was to better ensure these releases are ready for publication immediately, rather than needing additional editing.

To increase the likelihood of publication, I encourage you to include a high resolution photo (300 dpi minimum) when you submit your press release. This is another factor many publications and news outlets will consider when printing your information. Provide a current contact for someone so that the publication may reach out for further questions or even a full story.

Here are a few steps to get you started on sending out your press release.

1. Download the press release you need. There are currently four available.
  - a. Christmas Show
  - b. General Show
  - c. Singing Valentines
  - d. Contest Placement
2. Review the release and gather necessary details to complete gray areas.
3. Fill out the press release, making sure not to change any areas but those that are in gray. This ensures the consistency of the AP style and increases the likelihood of publishing. Once you fill in the gray area, remove the gray highlighting using the Highlight tool in your toolbar in Word.
4. Save the press release as something easy to read and identify: ChorusName\_Event.doc
5. Save the photo you are submitting under the same name: ChorusName\_Event.jpg.
6. Reach out to local news organizations, such as newspapers, magazines, radio stations and television stations, to find out to whom you should submit information. Popular local entertainment blogs are a good option as well.
7. Email the release and photo. Make sure to take the time, and write a nice introduction email explaining who you are, why you are submitting the release, and leaving contact information.
8. Releases should be sent between four and six weeks before any event dates to allow news organizations and magazines time to schedule coverage. Follow up with them about three weeks out, as well as a week out. These should be quick calls to remind them about your release, but they need not be daily reminders.

If you have any questions on how to use or implement these press releases, please contact me at the email above.

Thanks,

James Donaldson