

General Use Press Releases

Press releases for members to adapt and use for their own purposes.

- **Change the contact information to reflect your own clinic details and insert your name or convert to quote the name of your clinic.**
- **You may attribute any quotes to yourself.**
- **Make amendments to suit the time of year or specific event you are referring to.**
- **Try to keep any press release as short and to the point as possible - two pages of double line spaced material should be the absolute maximum.**
- **Always make sure you make your main point in the first paragraph.**
- **Including a quote and statistics are great 'selling' points for a journalist.**
- **Make sure you know the copy dates for your targeted publications and find out the name of the features editor or health editor - it is much better to direct a press release to a named person.**
- **Never send out a press release too early for a specific date or event - journalists work on fairly short lead times for each edition.**
- **Call the person you have sent the press release to in order to check it has arrived and to see if there are any questions you can answer. This is your opportunity to 'soft sell' - get your point across; make your news item as attractive as possible. In the end, the journalist wants to know if something is of readership interest and/or has a hook or subject of current interest.**
- **You can't expect a journalist to go with each press release you send, but don't give up - you will get some 'hits' using this method.**

If creating a press release from scratch, here are some guidelines:

- Be clear about the intent or subject of your press release.
- Make sure you refer to the main subject in the first paragraph.
- Mention your name or the clinic name as much as possible (press releases are rarely incorporated in their entirety, so you need to increase your 'hit rate').
- Keep the message clear and concise. Avoid over complicated language or 'medical' terminology.
- Make sure your clinic contact details are included. Also be sure to include any dates that are relevant.
- Keep to two pages of double lined A4 pages maximum. Include some basic information about chiropractic as well (you can see this in the editors notes in the samples above).
- If submitting for online only, make the release shorter.