

PRESS RELEASE: TIPS



What Type of PR is This? Announcement PR!

An announcement press release is sent to generate buzz about about any news related to your organization. This should include what the news is, who is involved or responsible, and how this impacts the organization.



How Do I Send My Press Release Out?

A Few ways! You can send it to any local journalists or news organizations, a PR distribution service (like PR Newswire), distribute it via email yourself, or use a local influencer who has high reach on social media.



Have an Engaging Headline.

”Hi my name is Olivia and I will be helping you today. How can I help you find what you’re looking for today?”



Keep it Short & Sweet!

I know we’re excited, but people don’t want to read anything too lengthy. Only include what people need to know about the news.



Start Writing!

Not sure how to get started? That’s okay! We have a template ready for you to use. It can be found on page 2!

[Your Company Name]

[Company Logo]

FOR IMMEDIATE RELEASE

[Date]

[Contact Information]

YOUR ENGAGING HEADLINE GOES HERE

[City, State] - [Date] - [Your Organization Name], is excited to announce [insert news here] which will provide the organization with [social impact of this news here.]

[Quote from Spokesperson About News]

[Details about the news/grant award]

The third paragraph could include additional information, history, and other support but avoid being redundant. The goal of the release is to provide clear, concise context on the story. Don't add fluff that doesn't need to be there. You can always include more detail or links to additional testimonials in your pitch emails or on your website.

A few additional notes:

- Whenever possible, try to keep your announcement to one page
- Use bullets to your advantage to break up the text
- Remember to mention that your project was funded, supported, or made possible by a grant from Arizona Humanities
- Do not use abbreviations or acronyms when you first refer to someone or something. Spell out the full name and then put the acronym after it in parenthesis. The next time you refer to it you can use the acronym.

END THE PR WITH THESE DETAILS:

For further information please contact:

[Media Contact Name]

[Title]

[Email]

[Phone]

CONGRESSIONAL AND LEGISLATIVE SUPPORT

As a project director, we realize that you have many responsibilities to ensure a successful project. In addition, we ask you to notify both your congressional representatives (federal) and legislators (state) about your project. Arizona Humanities (AH) currently receives annual funding from the federal government and private donations. Without that support, we wouldn't be able to fund the projects we do throughout the state.

You and your project provide some of the best evidence of the importance of humanities programming. By contacting your governmental representatives, you're letting them know that these projects matter in the districts they represent, and that the modest funds government invests in the humanities contribute significantly to the community.

On your Grant Application, you listed congressional and legislative districts. Please make sure you have the correct information before contacting your representatives. To find your district visit: <https://azredistricting.org/districtlocator/>

Once you know your representatives and how to reach them, here are some ways to use that information:

- Included in your award materials is a sample letter to congressional representatives and legislators. You can use this letter as a template to reach out to your representatives, changing the wording to fit your program/event.
- If you send invitations or special announcements about your public program(s), please include your representatives even if you don't expect them to attend.
- If any congressional representatives or legislators attend your public program(s), acknowledge them and remind them of the importance of their funding to your project. If you know ahead of time they might attend, invite them to introduce the program or say a few words.
- AH is interested in knowing about your contacts with elected officials, whether positive or not. We welcome copies of letters you receive, or a note about other forms of contact.

Thank you for including these steps in your program planning.

<Organization Logo>

Sample Legislative Support Letter

<Date>

<Your Name>

<Address>

<City, State ZIP>

Dear <Senator/Representative Your Legislator/Member of Congress>:

The <Your Organization's Name> in <City, AZ> recently received a competitive grant from Arizona Humanities to <describe your project>.

You are invited to attend <program title> which is scheduled for <date, time, place and address> . If you are available, we invite you to introduce our program and say a few words about the importance of activities like this one in <town/city> .

Arizona Humanities is funded by both the National Endowment for the Humanities and by private donations. Without this funding, hundreds of community groups, libraries, cultural sites, and museums across Arizona would be without a valuable source of programming money. We look forward to future opportunities to use Arizona Humanities' resources to build and feature exhibits, bring informative speakers to our community, host reading-and-discussion groups, and support local research into history and cultures.

Thank you for your support of the National Endowment for the Humanities, Arizona Humanities, and the important role they play in our community.

Sincerely,

ARIZONA HUMANITIES LOGOS



[Click here.](#)



[Click here.](#)