

Writing a News Release

As part of the AAEA Communicating Out Strategy, we are working hard to promote members and their research to a broader audience, including members of the media.

An important tool in accomplishing that goal is the news release (also known as a press release). A news release is a short blast of information intended to engage and interest media members on a certain topic.

Here is a link to the AAEA news releases done since the Communicating Out Strategy went into effect: <http://www.aaea.org/about-aaea/media--public-relations/press-releases>

AAEA Senior Communications Manager, Allison Scheetz (ascheetz@aaea.org) is responsible for finding content to promote and putting together news releases. If you have a topic/research/information you think should be included, please email Jay; or, if you're interested, you can start work on a release. There is no magic formula for a news release, but these resources help highlight the most important parts of an effective release.

<http://blog.hubspot.com/marketing/press-release-template-ht#sm.001n9hxn9jzwdex11a11rzgki4e34>

Note: there is no need to download the examples, there are plenty on the AAEA website.

<http://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/2/>

The most important things to remember: keep it interesting, keep it topical, keep it short; some media members get a hundred news releases a day, so you have to find some way for yours to clear the clutter. AAEA has a resource that allows us to target media members based on the topics they cover.

For example, in a recent release about beer/growing Hops, a media member responded to ask for an interview with a member. She added "normally I get a bunch of news releases about luxury hotels and flavored vodkas even though I cover the brewing industry."

To learn more about targeted releases, or anything about news releases and the communicating out strategy, please contact Allison Scheetz or AAEA Executive Director [Kristen McGuire](#).