

# NSA CHAPTER LEADER MEDIA INFORMATION

Welcome to our guide on sending a press release for your NSA chapter! In today's fast-paced media landscape, a well-crafted press release can be a powerful tool to communicate your message to our community.

Whether you're launching a new chapter, announcing a significant event, or sharing important news, your press release can help your news stand out.

## WHEN TO SEND A PRESS RELEASE

- When your chapter has significant updates that are newsworthy and relevant to your community
- When you are starting a chapter
- When you want to publicize your chapter meetings or a chapter event
- When someone from your chapter has a major accomplishment or earns an accolade - especially related to stuttering (if you are trying to gain media attention about a person, certainly obtain their permission!)

## WHERE TO SEND A PRESS RELEASE

For local events and updates about your chapter, think about what media is consumed in your community. **This is not the time to approach major news outlets like CNN!** Think local:

- News organizations in your city: Local TV news (e.g., NBC, CBS, or ABC affiliates, etc.)
- Print/web in your city: Traditional news media (e.g., Chicago Tribune, San Diego Union-Tribune, Patch and Gannett publications that may be hyperlocal to a specific micropolitan area or suburb)
- Radio in your city: Local talk radio or local NPR station in your city



**NATIONAL STUTTERING ASSOCIATION**

[WeStutter.org](http://WeStutter.org)



## HOW TO SEND A PRESS RELEASE

Typically, we send press releases by email:

1. Using the template below, insert your chapter's information to customize the text to reflect your chapter.
2. Identify which media outlets you would like to send your press release to.
3. If the media outlet has a form on their website for submitting a press release or submitting a news tip, use that form.
4. If the media outlet has a designated email address for submitting press releases or story ideas, use that email address.
  - o Copy and paste the text of your press release into an email. Make sure the formatting is readable. DO NOT send an attachment because they will not be opened.
  - o Use a compelling subject line.
  - o Make sure to include your contact information (or the NSA's!).
5. **Please let the NSA know that you have reached out to local media ([sarah@westutter.org](mailto:sarah@westutter.org)).**

## PRESS RELEASE TEMPLATES




- Announcing a new chapter:

<https://docs.google.com/document/d/18NgHAFDqGapZ47h9D3NWR4--u1mqQFQVqmHCECUoal8/edit?usp=sharing>

- Sharing information about an existing chapter:

<https://docs.google.com/document/d/1XgpgghifR90tkw5NCsPxkbQDMB02stqqaqIYZbXP3Ey8/edit?usp=sharing>

## OUR REACH

-  12,500 people
-  72,000 followers
-  5,000 followers

## QUESTIONS?

If you have any questions or would like any additional guidance, please reach out!

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