



Press Release Distribution: How To Get Media Outlets To Publish Your Release

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When it comes to distributing news about your [PRWeb Pricing](#), there are two main ways that PR professionals do it: through press releases or other forms of communication. There's no right answer—either one is okay and effective for different situations.

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The first thing you'll want to do is think about what your goal is in distributing a press release. Is it to increase sales? Raise awareness? Either way, you'll want to get your [PRNewswire Pricing](#) in front of reporters and publications that will find it interesting.

If your goal is to boost sales or promote an event, then consider writing an article about it (or creating one) and submitting that instead of sending out a traditional news release. This will

give readers something more than just a list of facts; they'll also have a chance to learn more about the company or event being covered and might even be inspired by what they read!

The first step is to figure out which reporters and publications are worth reaching out to. Look at recent news around your industry, and find the outlets that cover it the most extensively. If you're an entrepreneur trying to get coverage for your new music distribution app, focus on publications that regularly write about technology and startups.

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As you narrow down your list of potential contacts, make sure they're relevant—that they cover topics related to what you do; that they have written similar stories in the past; and finally, that their followers are high numbers (at least 100).

Once you've built a list of reporters who write about topics relevant to your business, figure out how they like receiving information from PR professionals. Some reporters will list their email addresses directly on their websites, while others will direct you to use a contact form or request reception via social media.

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If a reporter doesn't have an email address listed anywhere on his or her website (or if it's difficult for you to find one), then try asking him or her through the contact form on his or her website instead. If that doesn't work either, try reaching out via Twitter DM, or Facebook message—the same rules apply: be polite and respectful; keep in mind that this person may not know who exactly is calling him/her; and never assume anything!

If all else fails but persistence pays off—and believe me when I say that it does—then consider calling someone at home during dinner time when they're most likely not busy with anything

else other than enjoying themselves at home while eating dinner together with their family members (yesterday we had pizza night).

Your press release should be concise and well-written. Avoid jargon, but if there's any industry-specific terminology you have to include in order not to sound like an outsider, make sure you explain it clearly and simply when you use it.

Jargon is a word or phrase that is used by a particular group of people. It can be confusing to outsiders and hard to understand, translate and remember. For example, "jargon" is often used as an adjective meaning "of, relating to or characteristic of jargon." In many cases, this definition is not helpful because it doesn't tell us what kind of jargon it's talking about—as if there were any other kinds!

In addition to being confusing for readers unfamiliar with your industry (which should never be the case), this could also cause problems when you're trying to explain things outside your field because people won't know what terms mean until they've been explained properly beforehand.

The point of a press release is to spread the word quickly so that reporters can write stories about your business within a short period of time after you distribute it. Make sure your [Business Wire Pricing](#) doesn't involve any large or complicated reveals so that you don't end up missing out on coverage because reporters don't have enough time to prepare a story before the company's announcement goes public.

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You should also consider whether or not there are any other ways in which you can promote your upcoming news story, such as social media posts and ads on search engines such as Google AdWords (you'll need an account).

Conclusion

Remember that your goal is not just to get coverage on a website or in print—it's also about getting reporters excited about your announcement. When you put together a press release that makes your [Press Release Pricing](#) sound interesting, you're going to be more likely to get coverage than if you simply send it out indiscriminately hoping some outlets will pick it up.

Get in Touch!

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