

How to Use Press Releases with Trade Media

The press materials you will find on this page are almost ready to go: you just need to insert your Member Board name and specific information as directed on the release.

To use the press release:

1. Download the [press release template](#) and save it to your hard drive. Insert your board name and other information where indicated.
2. Include a quote from your board's president or other representative where noted. A suggested sample quote is provided to give you an idea of the type of quote that can be included but should be replaced with one of your own.
3. Feel free to tailor the release as most appropriate for your board. It can be further adapted, if you wish, to accurately reflect your board's MOC activities.
4. Once you've tailored the press release, the release should be printed on or saved to an electronic version of your board's letterhead.
5. Make a list of trade publications and Web sites that cover your specialty, as well as professional society publications. Contact the editorial department of those publications (contact information typically can be found on the publication's Web site or toward the front of each issue). Tell the publication contact that you would like to send a press release featuring information about MOC for physicians. Ask who the press release should be directed to and obtain contact information (mail address, e-mail address, fax and phone number).
6. Mail, e-mail or fax the press release to all of the contacts on your list, including a brief, personalized cover note or cover e-mail with the reporter or editor's name and title, and a sentence or two explaining why you think the story will be of interest to the publication's readers, many of whom are or will soon be going through the MOC process.
7. A few days after you've sent the press release, follow up with a phone call to recap the topic and determine whether the publication is interested in pursuing a story. Don't be surprised if the reporter or editor asks you to resend the material; often it is the phone call that brings your idea to the top of the stack of potential stories. Offer to send additional background information or arrange an interview, inquiring about the reporter's deadline. Be respectful of the reporter or editor's time – it will be appreciated.
8. You also may want to print this press release in your own board's publication. If so, insert your board information as indicated and it will be ready for publication.