

How to Submit a News Release

A well-written news release will generate interest in your event and encourage readers to contact you for more information. There is a standard format for preparation of a release to help you get the word out to the media, businesses, and professional organizations, as in the samples provided on the following page.

Before you begin to write, **check first with your facility's Public Relations Department.** You can take advantage of your in-house media specialists to assist you with writing the release. They may also have contacts with radio, TV, and newspapers and be able to help you with the protocol for giving interviews and working with TV crews who visit your facility.

Tips for Writing a Release

If your facility does not have a public relations staff, you can adapt one of the sample news releases or write your own. Here are a few tips:

- Include the who, what, when, where, and why in the most interesting, efficient and clear manner possible.
- Keep the length of your release to no more than one page.
- List the name of a contact person.
- Use the names of any patients only with their permission.

Cover Letter

Compose a cover letter to send along with your news release. Address the letter to a specific media contact and suggest the placement you have in mind, e.g., a piece in the social section of your local paper, a short radio interview, or a visit to your facility.

Timing

Time the mailing of your letter and release for at least three weeks ahead of the date of your event.

Who to Contact

To assemble your own press contacts, identify newspapers, radio and TV stations in your area. You can find name, address, and other contact information through the reference librarian at your local library, your local bureau of tourism or chamber of commerce, or on the Internet. For major publications and on-air media, contact their medical features editors.

Be sure to find out well in advance (four to eight weeks) what the story deadlines are so you can get your material in on time. If the editor isn't interested in doing a story, pitch your information as a public service announcement; there is no fee involved.

Track the Response

Watch for the stories that result from your news release and collect tapes and clippings—they make great publicity for your program.

Send Thank-Yous

Thank all the reporters and photographers who come out to your event or facility, and any other significant contributors to your efforts.

Sample News Releases

Cardiac Rehabilitation Week – Sample

For Immediate Release

Contact

<Name/Phone>

(City, State) (Date) – Join <your facility> during the AACVPR National Cardiac Rehabilitation Week 2024, February 11-17, to celebrate the life-saving impact of cardiac rehabilitation. <Your facility> is hosting an <open house/lecture/risk appraisal/etc.> for the public on <date/time> at <address> to honor the role of cardiac rehabilitation in reducing the potentially devastating effects of heart disease and improving quality of life for patients and their families.

Cardiac Rehabilitation Week, initiated by the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR), coincides with both Valentine's Day and American Heart Month in an effort to draw greater national attention to heart health. This year's theme, "Heartwork and Dedication," honors the patients, families, and healthcare professionals who are dedicated to giving cardiac rehabilitation patients a new start.

About <Your Facility>

<Provide a few sentences about your facility and rehabilitation program.>

Pulmonary Rehabilitation Week – Sample

For Immediate Release

Contact

<Name/Phone>

(City, State) (Date) – Join <your facility> during AACVPR National Pulmonary Rehabilitation Week 2024, March 10-16, to celebrate the benefits pulmonary rehabilitation can provide for patients suffering from chronic obstructive pulmonary disease (COPD). <Your facility> is hosting an <open house/seminar/risk appraisal/etc.> for the public on <date/time> at <address> to spread the word about COPD and the available treatment options.

Pulmonary Rehabilitation Week, initiated by the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR), aims to educate the community about the role of pulmonary rehabilitation in enhancing the quality of life of individuals with chronic lung disease. This year's theme, "Breathe Easy, Live Freely," honors individuals who struggle to overcome shortness of breath and the pulmonary professionals who work every day towards a path for better health.

About <Your Facility>

<Provide a few sentences about your facility and rehabilitation program.>