



Press Release Tips

**Audio is only available by
conference call**

Please call: **866-233-3842**

Participant Access Code: **449932**

to join the conference call portion of the webinar

Friday, June 1st 2018

Webinar Logistics



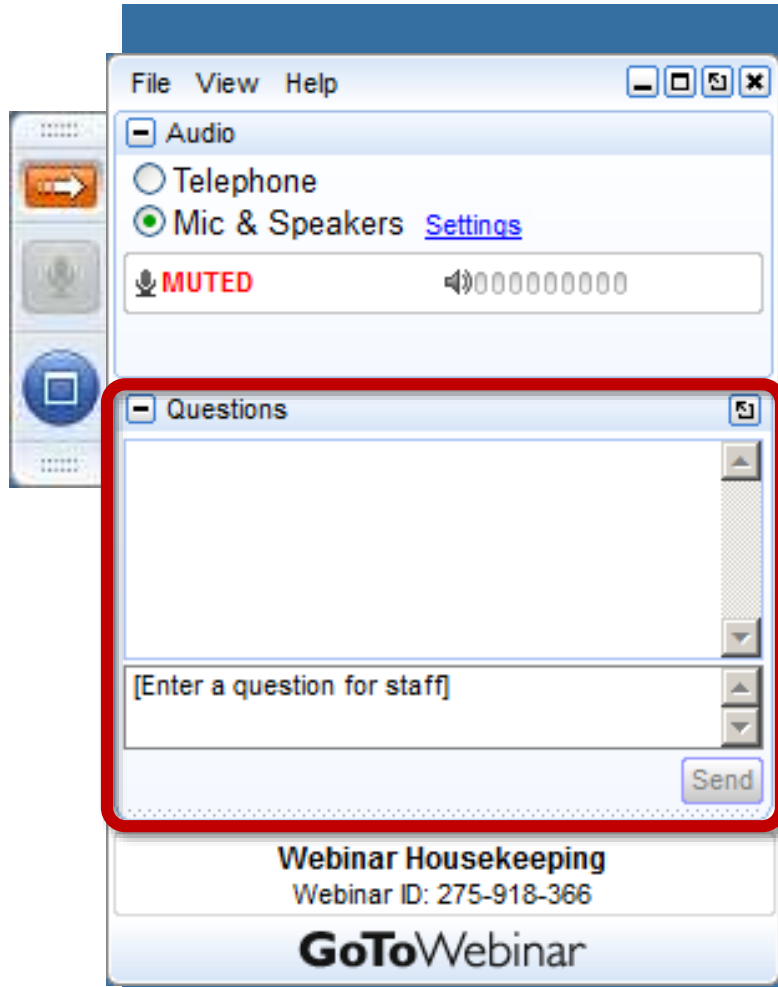
- Audio is being recorded. The playback number along with the PowerPoint and a transcript will be available on the HUD Exchange at www.hudexchange.info/programs/housing-counseling/webinars/
- An OHC LISTSERV will be sent out when the Archives are posted. Posting will usually be within 7-10 days.
- Attendee lines will muted during presentation.

Questions & Comments



- There will be Polling Questions. Please respond to them.
- There will be a Q&A period, as well as discussions opportunities.
 - If so, The operator will give you instructions on how to ask questions or make your comments.
 - If unmuted during Q&A, please do not use a speaker phone

Other Ways to Ask Questions



- Please submit your text questions and comments using the Questions Panel. We will answer some of them during the webinar.
- You can also send questions and comments to *housing.counseling@hud.gov* with the webinar topic in the subject line.

Please Mute Your Phones During Discussions



- During the discussions, all the phones may be unmuted by the operator.
- It is critical that you mute your phone during these discussions.
 - Most phones have a mute function.
 - *6 Will also mute and unmute your phone.

Brief Survey



- Please complete the brief survey at the end of this session.
- Your responses will help OHC better plan and present our webinars.

Certificate of Training



- If you logged into the webinar, you will receive a “thank you for attending” email from GoToWebinar within 48 hours.
- The email will say “**This is your CERTIFICATE OF TRAINING**”. There is no attachment.
- Print out and save that email for your records.

Thank you for attending our XX hour Webinar on XX. We hope you enjoyed our event. This is your CERTIFICATE OF TRAINING. Please print out and save this email for your records. Please send your questions, comments and feedback to: housing.counseling@hud.gov.

Get Credit!

- Webinar materials will be posted on the HUD Exchange in the Webinar Archive
 - <https://www.hudexchange.info/programs/housing-counseling/webinars/>
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 - select the webinar, and
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Get Credit for this Training

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Get Credit



OFFICE OF
HOUSING COUNSELING

Andrew Klain

Public Relations/Research Manager
Creative Marketing Resources (CMR)

Today's Agenda

- Introduction
- Goals and Desired Outcomes
- Media Relations Recap
- Press Release Format
- Helpful Tips and Tools
- GAME!
- Questions



OHC Webinar Goals

- Demonstrate how to write an effective press release
- Explain how to issue a press release
- Show how to pitch a press release to the media
- Provide tips to save time



Desired Outcomes

- What we hope you get out of it...
 - Improve your HCA's ability to communicate with local media
 - Increase visibility for your HCA's services in your community
 - **ULTIMATELY:** More consumers using HUD-approved HCAs



Quick Media Relations Recap

What Are Media Relations?

- An important part of public relations
- A company's communications and relationships with editors, reporters, journalists, and bloggers
- Connections with newspapers, magazines, radio, television, and Internet media
- GOAL: Communicate your message, story, event, or information to media outlets that talk to your consumers

Why Use Media Relations?

- Creates exposure for your HCA
- Adds credibility to your reputation or message
- Influences consumer thoughts and opinions
- Motivates consumers to take action
- Costs less than advertising
- *Caveat: Nothing is guaranteed!*

Consumer Stakeholders

- Renters
- First-time homebuyers
- People in default or foreclosure
- Reverse mortgagors
- Existing homeowners
- Anyone else you serve!



Basic Media Relations Tools

- Press releases
- Media alerts and advisories
- Media interviews
- Photos, graphics, charts
- Social media posts



What Is a Press Release?

Understanding a Press Release

- Also referred to as a news release
- Used to disseminate information to the media
- Ready-to-publish news story
- 94 percent of editors and journalists use press releases



Sample Press Release



Press Release

FOR IMMEDIATE RELEASE

Contact: [NAME]

[TITLE]

[PHONE NUMBER]

HUD LAUNCHES "HUD STRONG FAMILIES" INITIATIVE

Effort helps strengthen family ties while promoting economic empowerment, educational opportunities, and health resources

WASHINGTON (May 11, 2018) – The U.S. Department of Housing and Urban Development (HUD) today announced it will launch [HUD Strong Families](#), a new effort in coordination with Public Housing Authorities (PHAs), federal partners, and service organizations to support families living in HUD-assisted housing by connecting them to resources that expand economic opportunity and promote engagement with their children. Watch HUD Secretary Carson's [video message](#).



"The health of a community starts with the love and support of family," said HUD Secretary Ben Carson. "Parental involvement is essential for the well-being and the health of children, and we are excited to work with our national, state, and local partners to help support our families."

Throughout the months of May and June, hundreds of PHA and affordable housing owners are hosting events in communities around the country. In recent years, PHAs and Multifamily owners have hosted more than 1,000 events, featuring health clinics, resource fairs, and STEM workshops, as well as community-building events such as fun fairs and cookouts. HUD encourages community organizations throughout the country to partner with local housing agencies and multifamily owners to provide resources at HUD Strong Families events.

Communities are encouraged to [register their events](#) to receive updates and connect with federal partners, including the Departments of Education, Health and Human Services, and Labor, as well as national nonprofits such as the Boys and Girls Club, veteran service organizations, and the YMCA.

To find out more information about the HUD Strong Families initiative, please visit www.hud.gov/strongfamilies.

###

HUD's mission is to create strong, sustainable, inclusive communities and quality affordable homes for all.

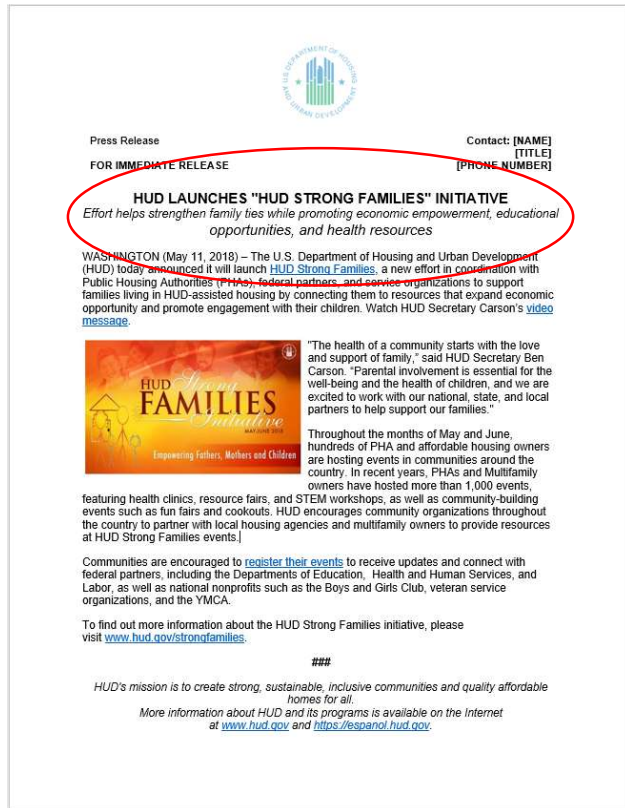
More information about HUD and its programs is available on the Internet at www.hud.gov and <https://espanol.hud.gov>.

Understanding a Press Release

- Headline/Subhead
- Dateline
- Introduction
- Body
- Close (###, or -30-)
- Boilerplate
- Media contact information



Headline/Subhead



“HUD LAUNCHES "HUD STRONG FAMILIES" INITIATIVE

Effort helps strengthen family ties while promoting economic empowerment, educational opportunities, and health resources”

MOST IMPORTANT PART OF RELEASE!

Headline Tips

- Write as if it Were a Front Page Article
- Use Active Voice
- Use Appealing Data
- Use Clever Headlines
- Paint a Picture
- Answer the Question
- Write the Headline Last
- Harness the Power of Punctuation
- Apply Alliteration
- Answer “Who cares?”

Dateline



Press Release
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“Washington (May 11, 2018) - ...”

Proper Dateline Formatting:

<https://www.newswire.com/blog/how-to-format-a-press-release-dateline-with-ap-style>

Introduction



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Body

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Close

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Boilerplate and “###”

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Why Write a Press Release?

- It provides tips for journalists and bloggers
- It's cost-effective
- It forms industry connections



Understanding Your Audience

- Media influencers receive multiple press releases daily
- Things journalists and writers favor:
 - Conciseness – not wordiness
 - Specifics – not generalities
 - Objective facts – not promotional writing
 - Honesty – not dishonesty
 - Candor – not evasion

- 
- QUESTION: Have any of you created or used press releases within the last year?

Press Release Tips

What Makes News “News”?

- Your story must contain newsworthy information
- Avoid promotional writing
- Write about events, new hires, company changes, new services
- Include one or more news values to increase media interest

News Values

- **Proximity** – Topics related to your audience's community
- **Impact** – The more people your story affects, the better
- **Prominence** – Public figures have a higher news value than others
- **Human Interest** – Stories with an emotional appeal

News Values

- **Currency** – Topics currently in the public spotlight
- **Conflict** – Relevant contention
- **Bizarreness** – Unusual or uncommon events
- **Timeliness** – Recent happenings



Writing Your Press Release

- Know English grammar rules
- Follow *Associated Press Stylebook* guidelines



Associated Press Stylebook Rules

- Except for dollar amounts, spell out numbers one through nine; use figures for numbers 10+
 - One, five, eight, 15, 46, 10 million
- When providing a list, no Oxford comma (no comma before the word *and* in a list)
 - Press releases are cost-efficient, informative and concise.
- No superscripts when writing dates
 - The event is May 8 at 3:30 p.m.

Formatting Tips

Formatting Your Press Release

- Single-spaced
- Extra space between paragraphs
- No indentation when beginning new paragraphs
- As short as possible
 - 2 pages maximum



Headings

- NEWS RELEASE
 - Indicates what the document is
- FOR IMMEDIATE RELEASE (or indicate future date – FOR RELEASE: Date)
 - Indicates when it should be released
- FOR MORE INFORMATION
 - Indicates who to contact

Headline

- Must entice the journalist to read further
- Summarizes the story's:
 - Locality
 - Main takeaway
- Capitalized without punctuation



Title-Case Rules

- Title-case rules:
 - Capitalize the first and last words
 - Capitalize all verbs, nouns, pronouns, adjectives, adverbs, and some conjunctions
 - Don't capitalize articles, prepositions, or conjunctions that have fewer than four letters
 - Capitalize prepositions with four or more letters

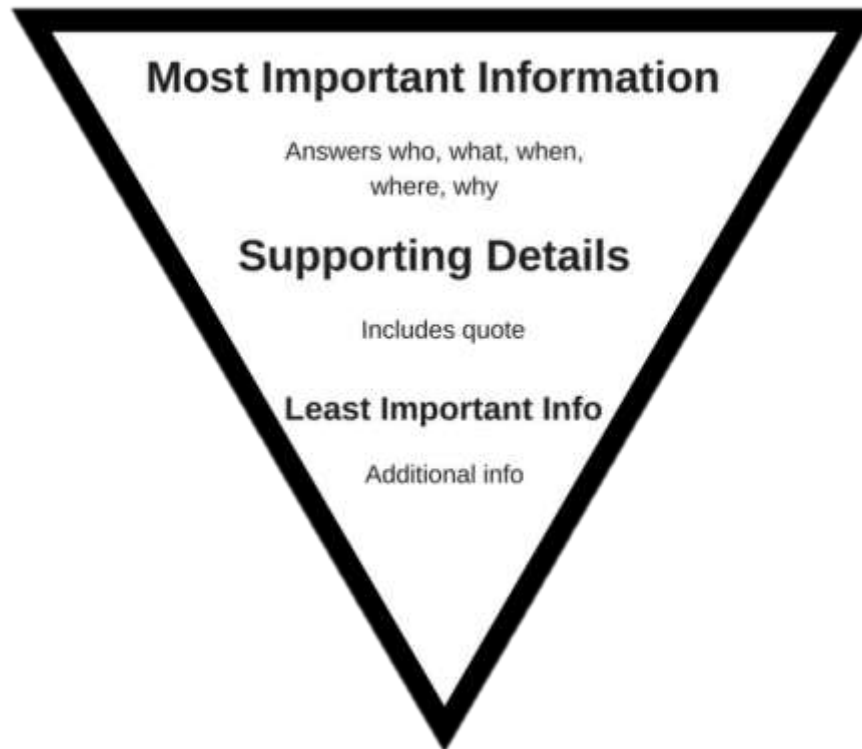
Dateline Rules

- General dateline rules are as follows:
 - City must be all capitalized
 - The abbreviated state follows
 - Some cities stand alone
 - Release date is in parentheses

Stand Alone City Dateline Example
• ATLANTA (Aug. 15, 2017) –
City, State Dateline Example
• BEVERLY HILLS, Calif. (Aug. 15, 2017) –

Inverted Pyramid Style

- Start with the most important information, followed by less essential details



Quotes

- Express opinion rather than objective facts
- Add value and be properly attributed
- Capitalize a person's title if it comes before the name; use lower case for a title that comes after a name
- Use "said" with appropriate attribution
- Punctuations go inside quote marks

Quote Attribution Examples
<ul style="list-style-type: none">• "Quote here," said Name, lower case title.• Upper Case Title Name said, "Quote here."

Boilerplate

- Informs about the organization or company
- One short paragraph summary
- Includes a call to action

HUD Digital Boilerplate

About HUD

HUD's mission is to create strong, sustainable, inclusive communities and quality affordable homes for all.

More information about HUD and its programs is available on the Internet at www.hud.gov and <http://espanol.hud.gov>.

- Include all appropriate indicators
 - Either "-30-" or "###" at the end of your document
 - “– more –” at the bottom of first page
 - Repeat headline at the top of second page



Things to Remember

- Be Accurate
 - Stick to the facts; keep it newsworthy
- Be Precise
 - Use inverted pyramid. What's most important?
- Be Concise
 - Limit sentences; make every word count
- Edit, Check, and Proofread
 - No typos or errors

Sending Your Press Release

Pitching a Press Release

- Introduces your news
- 93% of media professionals prefer email
- Create a compelling email subject line
- No attachments
 - Embed all information in email body



Parts of a Pitch

- Tell a story
 - How does the story fit with the reporter or publication?
- Tell the purpose of the pitch
 - How does the news benefit the audience?



Parts of a Pitch

- State your terms of offer
 - What do you have to give? Is there a deadline?
- State what will happen next
 - How will you follow up? Will you call? By when?
 - Thanks for your time and consideration
 - Include contact information



Sample Email Pitch

SUBJECT: HUD Partners with Colleges Across the Nation to Promote Informed Housing Decisions.

Hi Jane Doe,

Focusing on preparing graduates for the economic burdens that come after college, your YoungProfessionals blog provides college-aged students with effective financial tips. In fact, just last month your blog featured and promoted managing one's nest egg at an early age. As such, I wanted to personally let you know about HUD's latest college-based "Young and Informed" initiative, its upcoming August 1, 2020 release date, and our partnership with 100 colleges across the nation to promote informed housing decisions.

HUD's Young and Informed program features an interactive 30-minute course, simulating how one's current actions affects long-term credit based decisions including owning a home. Beginning the 2020-21 school year, schools in partnership will equip each classroom with a HUD "Young and Informed" decisions simulator, promoting informed housing decisions while encouraging students to take smart actions now.

Introducing your readers to HUD's "Young and Informed" initiative and our effort to promote informed housing decisions in schools, we are able to provide you with one or both of the following:

- An exclusive download of HUD's "Young and Informed" software for you and your family to personally learn and implement informed housing decisions.
- An interview with HUD's "Young and Informed" Director, Jamison Doe, who worked for over a year planning and collaborating with schools in partnership to promote informed housing awareness.

I plan to follow up soon. In the meantime, if you have any questions or need additional information, please respond to this email or call me at (123) 456-7891. Thanks in advance for your interest.

John Doe
For HUD
JohnDoe@HUD.com

GAME TIME!

GAME: Is It Newsworthy 2.0?!

HUD Launches New Housing Education Program for College Students

- Is this a newsworthy story?

College Housing Program Newsworthy?

- Yes it is!
- Any new programs, additions to your services and/or team and new milestones are always newsworthy.

Is It Newsworthy?!

Barry from HUD's Baking Office Loves to Bake Chocolate Doughnuts

- Is this a newsworthy story?

Barry's Doughnuts Newsworthy?

- Unfortunately no.
- Even though the press may not be able to resist eating a delicious chocolate doughnut baked by Barry, they most likely won't write about it.

Is It Newsworthy?!

HUD Celebrates National Homeownership Month 2018 Nationwide

- Is this a newsworthy story?

National Homeownership Month Newsworthy?

- It sure is!
- If you didn't know, today is the first day of National Homeownership Month (JUNE) and HUD is celebrating! Check out our webinar next week Thursday for more details.

Is It Newsworthy?!

Neighborhood Housing of Richmond Hosts 23rd Annual Housing Seminar

- Is this a newsworthy story?

Housing Seminar Newsworthy?

- You bet it is!
- Events that relate to consumers and your services are always newsworthy and the media should know about them.

Best Practices

- Be brief, but informative
- Meet media deadlines
- Be available to answer questions
- Remember: Nothing is guaranteed



What's Next?

- Join us Thursday, June 7th, 2018 @ 2pm EST for the National Homeownership Month webinar
 - Social Media
 - Press Release
- Join us Friday, June 8th, 2018 @ 12pm EST for the Tools for Communication Webinar
 - Communication Materials





QUESTIONS?