

PRESS RELEASES



News releases are usually one or two-page documents that share breaking news with the public. They're typically read by journalists, but sometimes general audiences might stumble upon them, too. Organizations of all sizes use press releases to achieve all sorts of goals. Some common objectives include: getting more media coverage, building a brand, responding to a crisis, build relations with the press, among others.

WHEN TO SEND A PRESS RELEASE

Any time you have something newsworthy to share. Including: breaking news announcements, product launches, events (although see below as sometimes a Media Advisory might be more appropriate), sharing new research, earning awards, etc. The most important thing when writing a press release is: **IS IT NEW AND NEWSWORTHY?**

HOW TO SEND A PRESS RELEASE

Some news outlets will have a dedicated email for press releases, you should look for this first, but if you have a media list of reporters, send it to them too. It is usually sent soon after whatever you are announcing happens.

When you send the email be sure to include a copy of the press release in the body of the email, as well as as an attachment. Use a catchy headline or subject line to entice the reporter to open it, does not have to be the headline of the press release, it needs to peak the interest of the reporter in order to open it – they get a lot of email, your job is to get them to open it.

Make it personable, the way you do if you were asking a friend for a favor, you need to know the reporter and get to know what they have covered and written about before . If you follow what they write you can connect your release connect with the things they are already writing about – make it clear that they should care about this for a reason

WHAT INFORMATION AND CONTENT SHOULD A RELEASE INCLUDE?

HEADLINE Be sure to make it clear why your story is interesting and important.

PRESS CONTACT How can the media get in touch with you?

CITY, STATE, LOCATION Where are you, and where is your news happening?

BODY COPY Order information by level of importance. Can include a quote from a representative involved in the announcement. Written in 3rd person always – as if you are the reporter, the actual release should be formal in tone, but easy to understand.

BOILER PLATE What's your organization all about. This is something you can have prepared for all kinds of media, usually a short paragraph that tells the story of your organization and its mission.

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT November 15th 2018

Jonah Kurman-Faber

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617-642-0919

BOSTON, MA – Climate XChange (CXC) released new research on North American cap and trade schemes, and their role in helping states meet greenhouse gas emissions reduction goals.

The report, Regional Cap and Trade: Lessons from the Regional Greenhouse Gas Initiative and the Western Climate Initiative, offers new insight into the real impacts of carbon pricing mechanisms at the subnational level. Their research reveals that other factors, such as cheaper natural gas, are the main contributors to emissions reductions, not cap and trade schemes. In fact, if these programs are to meaningfully address greenhouse gas emissions they will need to be strengthened.

One thing is clear: if we want to stay on track to meet our legally mandated state requirements, to protect our communities from flooding, heat waves and other climate impacts, we need better climate policy, and we need it now. Market based mechanisms for emissions reductions have already been shown to work, but we have not gone far enough.

This new information is critical in assessing how Massachusetts and other climate-concerned states will design policies to maximize their impacts on limiting global warming, while at the same time reaping economic benefits.

This report is written in the context of ever-present climate impacts, and the recently released emissions data by the Baker administration, which paints a pretty grim picture of our emissions track record. The analysis is especially timely in the Northeast and Mid-Atlantic U.S, where states such as Massachusetts, Maryland, Rhode Island, Vermont, New York, and others are currently considering both approaches in order to limit global warming and meeting emissions reductions targets.

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About Climate XChange

Climate XChange is a 501(c)(3) nonpartisan, nonprofit organization with a research focus on market based mechanisms to reduce emissions and limit climate change. It is based in downtown Boston, and has been conducting economic research on the impacts of carbon pricing legislation design in various states, including Maryland and Massachusetts.

MEDIA ADVISORY

It is an email invitation to reporters to attend an event, unlike a press release, this should be short and to the point. You should only send a media advisory if you want people/media to attend the event. Make it exciting, why should they care? Will there be interview opportunities for them? Usually it follows a who, what where, when style. It should be sent to media contact who you expect could attend the event, this means people based locally.

There is a timing issue to keep in mind, you should send this out at least a week before the event, and then follow up the day before with those you sent it to. Try to get a response so you can plan on who will be attending from the media and have materials prepared for them. For an event, you can have both a media advisory and press release, the press release comes after the fact - after the event has already taken place.

SAMPLE MEDIA ADVISORY

CONTACT Maria Olano, mvolano@climate-xchange.org

NEW REPORT REVEALS THE REAL - AND LIMITED - IMPACTS OF REGIONAL CAP AND TRADE

The new report, to be released at the event, provides new evidence on the limited, impacts of RGGI in lowering emissions in the Northeast. Cheap natural gas has been the main contributor to greenhouse gas reductions, while cap and trade programs remain weak and leave much room for improvement.

WHAT Panel discussion on new research released in the report.

WHO Climate XChange

Commenting on the study will be an expert panel including:

Marie-Claude Francoeur, Quebec Delegate to New England

Danny Cullenward, Policy Director at Near Zero and member of California's Independent Emissions Market Advisory Committee

Bansari Saha, Principal Economist at the consulting firm ICF, which conducts modeling for the states in the Regional Greenhouse Gas Initiative

WHERE Prince Lobel Offices, 1 International Place #3700, Boston, MA 02110. A member of our staff will meet the press at the reception to bring them up to the event room.

RSVP TO ATTEND HERE

In downtown Boston, co-sponsored by the Alliance for Business Leadership. You can RSVP to attend here. It will also be available online for download at climate-xchange.org

WHEN October 4th, 2018 from 5:30-8:00pm

INTERVIEW OPPORTUNITIES

Michael Green, Executive Director, Climate XChange

Marc Breslow, Director of Research, Climate XChange

Jonah Kurman-Faber, Author of RGGI study

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