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Contact Name: Lisa Schaefer

Organization: CrowdPublish.TV

Phone Number: 602-888-3089

Email: info@CrowdPublish.TV

WOMAN ENGINEER RELEASES MOVIE ABOUT SEXUAL HARASSMENT AT FAA

*#metoo*

**Phoenix, Arizona:** Instead of pretending it didn’t happen, Dr. Lisa Schaefer, a three-time ASU engineering graduate, chronicles her experiences as a subcontractor in FAA offices in Washington, DC in a movie titled *Budget Justified*, a reference to FAA staff jokes that everyone’s job was to use up their manager’s budget. She was frequently groped behind closed doors, then the day after a male FAA employee masturbated in front of her in a conference room, she was fired.

Though federal employees are required by law to refrain from influencing contractor hiring and firing decisions, the FAA ordered Dr. Schaefer’s firing. Since she was a subcontractor, the contractor did not need a reason to fire Dr. Schaefer. According to ? “This is bad.”

Keep in mind that the goal of the release is to provide clear, concise context on the story--you can always including more detail or links to additional testimonials in your pitch emails or on your blog. Some additional words of wisdom:

* During your final edit, be honest with yourself on whether or not you are truly focused on what is newsworthy about this announcement. If not, revise accordingly.

**About CrowdPublish.TV:**  short, 3-4 sentence description of your company along with a link to your homepage. Double check to ensure the first sentence accurately and clearly describes your business in a manner that could easily be lifted and translated by a reporter.

Promotional Plan To-Do List

|  |  |  |
| --- | --- | --- |
| Asset | Timing | Owner |
| Write Press Release and Blog Draft**:**  Circulate press release and blog entry to key organizational stakeholders for comments and questions. |  |  |
| Press Release Final Edits:  Place a final deadline for comments to ensure you don’t have last-minute edits after it has already been published. |  |  |
| Schedule Press Release:  If you’re going to put the release on the Wire, schedule a time the evening before to ensure it’s timed appropriately with other assets. |  |  |
| Schedule Blog Post:  Optimize your blog post for keyword search well before launch day, add relevant images as needed, and ensure that the post is scheduled to launch at a time that coincides with your media outreach. |  |  |
| Create Social Promotion Assets:  Do you need images sized or reformatted for Facebook, Twitter, or LinkedIn promotion? |  |  |
| Schedule Social Promotion:  Time your first tweet concurrent with your blog entry, but don’t stop there: Consider additional promotion throughout the day with creative assets to build awareness with core audiences. |  |  |
| Employee communication:  Employees can be some of your best evangelists, so don’t overlook them in your promotional plan. Keep employees in the loop so customers or leads that call with questions about the announcement will be greeted with knowledgeable responses and protocol. |  |  |
| Customer communication:  Craft an email that will energize your customers and leads with the benefits of the big announcement -- keeping them in the know will increase social shares, awareness, and product adoption. |  |  |
| Guest content placement:  If you’re considering approaching other blogs or publications for co-marketing around your announcement, reach out early and shape your content to fit the outlet’s editorial guidelines. |  |  |
| FAQs developed for key spokespeople: Make sure everyone on your team is ready for prime time by developing bulleted message points for likely questions and arming them with responses for tough questions that might arise. |  |  |

3) My blog doesn’t quite have the reach I want yet, do I still have to create a blog entry in addition to a release?

Yes -- even if only your relatives see it for now, it will help you with search traffic moving forward. If you’re concerned your blog won’t magnify your message enough, consider creating a blog post for guest placement for an industry or influencer outlet that might attract the attention of prospects or customers. When doing so, first research whether or not the outlet accepts guest posts and if so, if there are editorial guidelines you should follow in crafting your post. In addition to following the rules of the road for their content, make sure you’re contributing a new and different perspective to their site: Respect their audience and their angle and assemble and pitch your content to them accordingly.

4) No one picked up my release -- now what?

First things first, if you have a broader promotional plan, you should still get some social lift and some good traffic from the assets you created. However, that doesn’t take the sting out of doing so much hard work and not getting the coverage you really wanted. If you’re truly convinced your story is newsworthy, try a few different outlets with a different take on your message and storyline. Comb HARO (Help A Reporter Out), a free resource that helps journalist source stories, for opportunities that might fit your narrative, and set up Twitter alerts (ideally using [Social Inbox](http://www.hubspot.com/products/social-inbox)) to identify relevant conversations in your space. If you’re still striking out, ask a friendly local reporter to take him or her to coffee and ask for honest feedback on what you could do to stand out from the pack the next time around. Do not cajole or coax a journalist or producer willing to do this; if you want their opinion and feedback, accept their insight and incorporate it next time you do a launch or announcement.