

DISSEMINATING IMPORTANT EVENTS VIA PRESS RELEASE

Although ABA services are beneficial for a variety of populations, this is not always well known outside of the behavior-analytic community. This is especially true for small ABA subspecialty areas. One way to disseminate new behavior-analytic research findings and service programs to wider audiences is by writing and disseminating a press release. Well-written and distributed press releases could be published by press and media outlets and lead to interviews and other networking and dissemination opportunities. This resource provides a quick guide for behavior analysts interested in learning more about this dissemination method.

What is a Press Release?

A press release is a brief, official announcement issued to the press and other media outlets.

When to Publish a Press Release

When you or your organization would like to share new and important events with the press. Press releases should have clear relevance to regional (e.g., a multistate region) or specialty (e.g., healthcare) media outlets.

Where to Publish a Press Release

Press releases are most efficiently published through a syndication service, such as [PR Web](#), [Linking News](#), or [Business Wire](#), among others. Syndication services offer an easy-to-use format that helps guide the structure and content of your release. They also allow you to target your release to a variety of press and media outlets via a number of domain-oriented distribution channels (e.g., education, government and politics, healthcare, science). Syndication services typically charge fees based on the breadth of distribution. Finally, some syndication services allow the user to track the press release's reach.

How to Write a Press Release

Before you begin, select a syndication service and the various distribution channels through which your press release will be shared. This will allow you to better customize the release for a specific audience in terms of language, tone, and visualizations, among others. The following section provides guidance on writing a press release in the structure generally used by syndication services.

1. **Identify and provide one or more contact(s):** At the top of the press release, provide your contact information (e.g., name, phone number, and email address).
2. **Write a compelling headline:** A good headline summarizes the content of your press release in under 25 words. It should also be eye-catching and interesting, as it will determine the viability of your press release. If your headline does not sound newsworthy, a reporter or journalist may decide not to report on your story. Use action verbs to catch interest (e.g., revealed, will provide, is expected).
3. **Provide the location and date:** In the first line of the body, provide the city, organization, and date.
4. **Summarize your press release:** Summarize the content of your press release in one sentence; this is referred to as the *lead*. This sentence should contain all of the important information that you wish to share and should hook the reader.

5. **Explain your newsworthy information:** In 3 to 4 brief paragraphs, provide the details of your newsworthy information. Ideally, you will explain what the information is, who is involved, and why it is important. Include the most important information near the top. Use persuasive writing to establish your credibility and knowledge. Use credible sources, facts, and statistics to back up your claims.
 - a. **Tip 1:** Make sure your paragraphs are easy to skim and comprehend by only including necessary information and formatting with bullet points and white spaces.
 - b. **Tip 2:** Avoid sales language. You are not selling the story; you are simply presenting it.
6. **Provide a boilerplate:** *Boilerplate text* is copy that can be used in multiple publications without significant changes. In this case, your boilerplate should be a brief description of your organization. Your boilerplate may also include your organization's logo.
7. **Provide contact information:** Include an email address and phone number from someone in your organization who can serve as a point of contact for interested parties.
8. **Provide key words:** Some syndication services provide a space for key words related to your press release.

Note: The total press release word count should be around 300-400 words.

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