Guidelines for Preparing a Professional News Release

The following guidelines will help you prepare a news release to send to local newspapers, professional publications and newsletters, or radio and television stations to promote your AAAHC Accreditation or Certification. A sample news release is included in our online marketing kit. To access the page, please see the link provided in your marketing kit letter.

1. Identify a contact for your organization. This individual will receive calls from the media when a recipient of your release wants more information. Include this person’s name, telephone number, and email address in the upper right-hand corner of the first page of the release.

2. Cut and paste the sample news release to your own letterhead. Make sure to insert the appropriate information in place of the [brackets]. Consider adding authentic quotes from your medical and administrative staff. Include information about your organization’s history within the community.

3. Include the words “For Immediate Release” and the date in the first line of copy.

4. For any release longer than one page, put the word “more” at the bottom center of the first page and repeat the first few words of the headline at the top of the second page, as in the sample. Use two sheets of paper; do not send a two-sided copy. For a release of any length, indicate the end of the release with three pound signs (###).

5. Send the release directly to the editor/producer in charge of health care news.

6. Include a photo, or note at the end of the release, that a photo is available on request.