

The BIG Challenge – START HERE

The next challenge with your press release will be getting it disseminated to the mainstream, aviation or other press outlets. You cannot start too soon to develop a list of names and contact information, grouped for various types of activities. For example, for an upcoming local event, distribute to all types of news outlets including radio, television and print circulars (newspapers, monthlies, weeklies, magazines, community papers). Include the Chamber of Commerce. For an educational event, develop a list of schools and their contacts.

Identify blogs and social media pages and accounts that might welcome your press release. Also, statewide and local pilot and aviation organizations, the Civil Air Patrol, and the local EAA chapters, for example.

Ask The 99s International Public Relations Chairman for a list of contacts from which you can pick and choose for your use.