



Checklist for sending Press Releases

Before

- I have the final version of the text. / I know where to find the final version of the text.
- I have the list of emails (of media and journalists, and/or other organizations).
- I know from which email account to send (and I have access to it): *This is important, because some actions involve creation of a separate email account. This can be a false account (to avoid relating individuals to the action) or a common account (as in the case of a protest organized by many groups).*
- If photo/video will be attached, I have the contact of the person who will send them to me.
- I know at what time to send:
 - immediately after an action (e.g. in mass mobilizations)
 - during an action (e.g. strikes)
 - at the beginning of an action (e.g. blockades, direct actions)
 - early in the morning (e.g. declarations, report releases)



Sending

- The title of the email is "PRESS RELEASE: [title]"
- I formatted the text carefully. It should look like this:

[date]

PRESS RELEASE

[Title]

[One-paragraph Summary]

[Text]

[signed collective/organization]

*

[Name of contact person: Phone number of contact person]

More information:

[Sources and links, if any]

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- The email has the logo and website of the organization sending it.
 - Email has contact person information.
 - I am sending always BCC.*
 - I am sending in smaller groups of 20 contacts instead of one massive email: This is because large amount of recipients may cause the email to be marked spam. For instance, Riseup servers do not allow for such use.
 - At each re-send, I pay attention to any formatting errors.



After

- I prepared an image to accompany online publications.
- I published the Press Release on our own website: Sometimes it is better to wait for 1-2 hours before doing this, to see if media covers the story in their own words.
 - I deleted the contact person information in public posts.
- The contact person is ready to receive phone calls.
- I follow the news website carefully for 3-5 hours.
- I share all news coverage on social media.
 - Also, I share the full text of the Press Release on all social media accounts that the organization has.
 - I deleted the contact person information in public posts.
- I check email and other social media accounts for if any journalist tries to contact us.
- I updated the contact list, deleting the email addresses that bounce back.

More lists available in climaximo.pt under the *checklists for activists* tag.