



PRESS RELEASE PRIMER

****Campaign discipline is paramount: stay on message—always***

Why a press release?

- Launch a campaign (inform the electorate of who you are, why you're running for office, and a three-bullet description of your platform)
- Make it easier for the press to cover your candidacy—push information instead of press trying to pull information (or ignoring you...)
- Show you are a serious professional who is in the race to win the race

Press release basics (credit to <https://thecampaignschool.com/how-write-winning-press-release/>)

- Top of the press release should make it clear it's a press release. E.g. "MEDIA ALERT"
- Include date of release; consider adding "FOR IMMEDIATE RELEASE"
- Include contact information (email & phone) for person in your campaign authorized to answer questions
- Announce purpose of release boldly in larger print—"Joe Smith announces candidacy for Williamson County School Board, District 12"
- Your first paragraph should be a summary of the entire release
- Subsequent paragraphs introduce your reason for running and your platform (three main points); paragraphs should be succinct and always on message
- Close press release with reminder of who you are & why running.
- End press release with three hashtags (###)

For Information Contact:

[Press Person]

[Telephone #]

[Email address]

For Immediate Release

[CANDIDATE NAME] FILES TO RUN FOR [TITLE OF OFFICE]

(Franklin, TN – [Date]) – [Candidate Name] officially filed papers today to run for [title of office].

[Insert Quote from Candidate]

[Insert Why Running – 2-3 short sentences]

[Insert Most Important Policy Positions – Top 3 issues]

[Candidate Name] has been endorsed by Williamson Families PAC, gaining the support of citizen-members in District []. Williamson Families PAC is a local political action committee in Williamson County, Tennessee, formed to advocate on behalf of families for strong family values, academic excellence and transparent accountability. [Candidate Last Name] has also been endorsed by [Name any other endorsements].

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Middle Tennessee Media Outlets (NOTE: all outlets also have social media outlets):

- Williamson Herald: weekly newspaper published in Williamson County. Estimated 30,000 circulation. Also has a website that mirrors the weekly publication. Tends to be left of center in its reporting.
 - Address: 1117 Columbia Avenue, P.O. Box 681359; Franklin, TN 37068
 - Phone: 615-790-6465
 - Fax: 615-790-7551
 - Email: contact@WILLIAMSONHERALD.com
- Williamson Home Page: online website highlighting news around Williamson County. Separate sections for each municipality. Tends to be somewhat moderate to left leaning in its reporting.
 - Address: 210 12th Ave S; Nashville, TN 37203
 - Phone: (615) 301-9246
 - Email: info@brentwoodhomepage.com
- The Tennessean: daily newspaper published by Gannet (USA Today network). Estimated 118,500 daily circulation. Also has a website that mirrors publication. Separate section & reporters for Williamson County specific stories (names & contacts listed below current as of 2/1/22; WillCo beat reporters tend to be very young & left leaning). Tends to be left of center in its reporting.
 - Phone: 1-800-342-8237
 - Anika Exum (reporter): aexum@tennessean.com
 - Brinley Hineman (breaking news reporter): bhineman@tennessean.com
 - Cole Villena (reporter): cvillena@tennessean.com
- The Tennessee Star: online website covering news around Tennessee (Star network with affiliates in several other states). Tends to be right of center in its coverage.
 - Address: 2000 Mallory Lane, Suite 103-538; Franklin, TN 37067
 - Phone: 615-538-8526
 - Email: thetennesseestar@gmail.com
 - Michael Patrick Leahy (Editor): editor@tennesseestar.com.com
 - Christina Boteri (Executive Editor): christinakb@tennesseestar.com
- Super Talk 99.7 WWTN: Nashville area radio station. Has a website that includes pertinent stories. Mostly syndicated radio programs, but live local morning & afternoon drive broadcasts. Tends to be right of center in its coverage.
 - Ken Weaver (news anchor): ken@997wtn.com
 - Brian Wilson (afternoon drive host): brian@urfarb.com
- TalkRadio 98.3/1510 WLAC: Nashville area radio station. Very similar to WWTN above with live local broadcasts & different syndicated programs. Affiliated with TN Star. Tends to be right of center in its coverage.
 - News Room phone: 615-737-WLAC (9522)