**PAPER TITLE:**

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| **PREPARATION** |
| **PUBLICATION DATE**Set a date with the journal that allows for 4-7 days of embargoed pitching, avoids heavy news days, and is on a Tuesday, Wednesday, or Thursday morning.  |  |
| **TARGET AUDIENCES**Examples: government agencies, legislators, manufacturers, retailers |  |
| **COMMUNICATIONS PARTNERS**Are there NGOs, members of impacted communities, industry leaders, etc. who may be able to help reach your target audiences?  |  |
| **SPOKESPEOPLE** Who will be quoted in the press release (ideally not more than three people)? Who will be available for interviews? |  |
| **MATERIALS**What materials will be prepared (e.g., press release, social media posts, op-ed, blog post, non-technical fact sheet)? Who will draft them? |  |

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| **MESSAGING** |
| **KEY FINDINGS** Top 1-3 important and newsworthy findings and take-aways from your paper. |  |
| **NEWS HOOKS**Examples: health impact, connection to hot topics, injustice, irony, conflict, local |  |
| **PITCH** 3-4 sentences combining the above. Could be used to query journalists under embargo. |  |

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| **DISTRIBUTION** |
| **WHAT** | **WHO**You, your press officer, a communications partner? | **WHEN**During embargoed period, day of release, after release? |
| **Pitch to reporters** |  |  |
| **Post press release on EurekAlert!** |  |  |
| **Post press release on institution’s website** |  |  |
| **Share press release with NGOs, community groups, industry associations, etc.** |  |  |
| **Other:** |  |  |