*MCOA’s Press Release* *policy Framework….*

**Types of Press Releases:**

* **Events**:  Announcing the Fall Conference; Annual Meeting, Small and Rural Conference
* **Partnerships**:  New Collaborations announcements ( ex. joining the Serious Illness Coalition) **MCOA Receiving Awards**: Feature MCOA’s work, advocacy, fundraising successes, grant awards
* **Presenting Awards**:  Lifetime Achievement, Certifications,
* **MCOA Hiring new managers**: MCOA’s expansion of its management team can be considered important news (Betsy, Patty)
* **Other**:….

**Fundamental Tools of Press Releases**

* Biographies,
* Photographs
* History of the award
* Staff quotation and remarks from the award presentation
* Media outlets to receive MCOA’s PR as preferred by honoree(s)
* Anything else…

**Timeline:**

3 weeks in advance seek the executive director’s approval prior to sending out PR request to Marketing.

* Include point of contact(s)  when requesting PR/Marketing
* 3 weeks in advance of event request PR support from Marketing Staff
* 1 week ahead of event send photos, bios, award history, media outlet contacts to Marketing Staff
* 1 week after the event. Notify lead staff on event PR work done.