

Start the Presses: What's a Press Release and How do I Write It



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Short Description

A call comes in—It's a local reporter, and she wants to know if your center gives out birth control. No? Well, don't you receive funding through the state? Why should you be receiving a dime from the city council when you won't even refer for abortions?

Questions like these can feel intimidating, but there's a situation you should dread even more: radio silence. Good press relations is both proactive and reactive, and a well-written press release is an essential component to building credibility in your community to expand your reach to the woman near you who needs it most. Consider these questions and more—including who should be answering questions at your organization in the first place—with Heartbeat International's former Director of Communications Jay Hobbs.

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