

Glaucoma Awareness Month Media Relations Guide

How to Customize Your Press Release Template

1. Appoint a Media Contact

- Designate the person who will respond to emails or calls from reporters.
- Enter this person's contact details under the 'Media Contact' heading at the bottom of your template.
- Choose someone who can reply promptly and has experience. Reporters often work on tight deadlines.

2. Identify Your Clinician Spokesperson

- Select the clinician who will be quoted and available for interviews, i.e., your glaucoma specialist.
- Add their name, credentials and correct title wherever the template prompts.
- Ensure you have a high-quality headshot of the Clinician Spokesperson available.

3. Add Your Practice Logo Into the Template Header

- Placing the logo in the header keeps the release professional and prevents accidental shifting while you edit.

In Microsoft Word:

- Double-click at the very top of the page to open the Header area.
- Go to Insert → Pictures → From File and choose your logo.
- Once inserted, select Picture Format → Wrap Text → In Front of Text.
- Drag the logo to your choice of the left or center of the header.
- Double-click outside the header to return to the main document.



Design Tip

Keep the logo small to avoid pushing the headline too far down the page.

4. Enter Your Practice Information into Template Prompts

- In the 'dateline' (beginning of template), enter your:
 - City, state and the date of the release into the dateline.
- At the prompt in the first paragraph, enter your practice's name.
- Link your practice's name to your website.

5. Customize Quotations from Your Clinician Spokesperson

- The template contains suggested quotes that come from the spokesperson who will be available for interviews.
 - Tailor the provided quote to the clinician's voice.
 - Keep it short and conversational.
 - Avoid medical jargon.

6. Insert a Boilerplate for Your Practice

- Near the bottom of the release, there is an 'About' section that reporters call a 'boilerplate.'
 - Swap in your standard practice "About Us" paragraph:
 - 3-4 sentences describing your services, specialties, and mission.
 - Include your website and location.
 - This section establishes credibility and context for local journalists.

7. Under the 'Media Contact' Heading

- Provide name, email address and phone number for your designated media contact.



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How to Share Your Glaucoma Awareness Month Press Release

1. Build a List of 5-10 Local Reporters Who Cover Health, Community Issues or Aging

You don't need to post your release on a wire or put together a big media list. Where to look:

- Websites for local newspapers and senior living magazines. Look for "Contact," "Staff," or "About Us" pages. Look for reporters who write about health and click through the bylines to look for their email addresses.
- Local radio & TV stations: Their websites usually have an email address where you can send press releases.
- Some journalists are active on social media platforms. You can search for them using relevant keywords such as their media outlet name, their coverage type (e.g., health, medical, local news), or your city/region name.

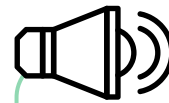
2. Prepare Your Press Release as Two File Types (Saved Using Clear File Names)

- **Word Document (.docx):** Easy for reporters to copy/paste from, keeps your formatting simple.
- **PDF:** Looks polished, perfect for posting on your website or sending to partners.

3. Write a Short, Warm Email to Each Reporter

Keep the outreach note friendly and brief. In the email, include:

- A simple greeting using the reporter's name.
- One sentence about your topic ("January is Glaucoma Awareness Month...") and angle ("Advances in care beyond daily drops...")
- A short offer: "Our doctor is available for interviews this month."
- The press release attached as Word and PDF with optional headshot of your spokesperson.



Amplify Received Coverage

If a reporter runs your story:
Post the link on your website and social channels; repost when applicable

4. Follow-up

Send a short message 2-3 days later referencing your previous email. If a reporter runs the press release, also send a polite thank you in response.

Other Ways to Share



Publish the Press Release on Your Practice's Website

If your practice has a news page, blog, press or media page, or an "In the Community" section, post the press release copy there or upload as a PDF.



Share the Press Release on Social Media

Once the release is posted on your site, share it on your practice's active social media channels — Facebook, Instagram, LinkedIn.



Promote the Press Release Internally

To drive message consistency, ensure your entire care team is educated on the practice's efforts. Provide your staff with:

- A link to the press release.
- A one-sentence description of the release.
- Purpose and call to action.

