

Press Release Essentials

The TA Tidbit is an online publication of the TA Network that highlights resources developed or provided in response to requests from SAMHSA SOC grantees on various topics.

This month's topical focus is on **Press Release Essentials**.

Communication and public awareness are important aspects of any community's scope of work. Through well-developed communication tools, systems can: ensure that key stakeholders are informed of new and ongoing initiatives, target relevant audiences to gain support, and promote important messages related to children's behavioral health. Communication tools vary according to the purpose, content, audience and method of distribution.

Press releases for example, are short, informative articles that present key facts to a broad audience in order to generate interest and raise awareness. In general, press releases adhere to the following basic guidelines:

- Grab the readers' attention in the first sentence.
- Emphasize facts and refrain from opinions and editorial remarks.
- Include contact information for the individual within the organization who will handle media requests.

Examples of press releases from several SOC grantee community are included below:

- [Florida](#)
- [Kentucky](#)
- [New Jersey](#)
- [Saginaw, MI](#)
- [South Carolina](#)
- [Stark County, OH](#)
- [Texas](#)

More information on the components of a press release is available on the [Children's Mental Health Awareness Campaign](#) web site. Grantees may also reference language in the official SAMHSA press release from the most recent systems of care grant cycle by clicking [here](#).

