

# Tips for E-mailing News Releases

The following steps assume that the sender uses Outlook, Outlook Express or a similar e-mail program.

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## Identity and Authenticity

With the multitude of junk e-mail that everyone – including reporters – receive, you want the recipient to have an idea of who the message is from and that it is worth reading. If the sender's e-mail address reflects an individual's name (e.g. dave@email.com), consider changing the "identity" to the organization's name to establish credibility before the message is even read. Here's how:

1. Click on **Tools – Accounts** then click on the **Mail** tab
2. Select your e-mail account then click on the **Properties** button
3. In the **User Information** section (click on the **General** tab if necessary) type the organization's name in the **Name** field, not the **Organization** field. It's the information in the **Name** field that appears in the From line when the e-mail message is received.
4. Click on **OK**, then **Close**.

Outlook Express allows you to set up multiple identities, which is useful if multiple people with separate e-mail accounts share a computer. This feature is also useful if you want to keep your business e-mail separate from your personal e-mail.

1. Click on **File – Identities – Manage Identities**
2. Click on the **New** button
3. The Internet Connection Wizard will come up, like when you first set up your e-mail account, so you'll need to have your account settings handy.

## Importing a Media List into Your Address Book

If you keep your media list in a database (like MS Access) or spreadsheet (like MS Excel) program, you can export the data from the original program and import it into your e-mail address book. Follow your software instructions for exporting text as a comma separated value (csv) file. Be sure to save the filename with the csv extension as that's what Outlook Express recognizes.

1. Save the csv file to a folder on your computer.

2. In Outlook Express, open the address book by clicking on the address book button on the tool bar.
3. Click on **File -- Import -- Other Address Book**
4. Select **Text File** (comma separated values) then click on **Import**
5. Click on **Browse** to find the folder where you saved the csv file, then click on **Next**
6. Map the fields. Click on the check boxes next to the field names and find the closest matching field name from the list that comes up, then click on **Finish**. Addresses will then be imported into your address book.

## Preparing and Sending the Release

Because some people are hesitant about opening attachments from people they don't know, always send news releases in the body of the message.

1. Write the release in Word or other word processor software. Don't worry about formatting (alignment, font, bold, underlines, etc.) You'll do that in your e-mail program.
2. Copy the text by highlighting all the text with your mouse, then click on the **Copy** button (Edit -- Copy in the menu).
3. Go to Outlook Express, click on **New Mail**, then paste the text in the message box.
4. You can then use the e-mail program's formatting features to dress up the release. Anyone who has HTML compatible e-mail will see your formatting, but keep in mind that some people use plain text e-mail. Put emphasis on important things like the headline by using all caps, that way it will stand out regardless of the e-mail format the recipient uses.
5. Put the organization name and the words "News Release" right at the top of the message.
6. In the subject line, put an abbreviated headline.
7. It's **STRONGLY RECOMMENDED** that you put recipients in the blind carbon copy (**Bcc:**) field, so that addresses are not revealed to all the recipients. Some people are sensitive about having their address broadcast to others.