

YOUR INTRO GUIDE TO  
**News Distribution**



*[kwedarco.com](http://kwedarco.com)*

# Your Intro Guide to News Distribution

Hi friend,

Have you been asked to send out a news release? Or perhaps you're exploring how to handle media relations for yourself or your organization on a DIY basis.

Either way, you have news to share, and you need to know where and to whom you should send it.

To get you started, we've created this **introductory guidebook to understanding the primary ways news is shared** to media outlets and online platforms with the goal of getting your news covered.

If you still have questions after reviewing the enclosed materials, or just need a little help getting started, **we're a free consultation away.**

Call us at 817-405-9878, or email [hello@kwedarco.com](mailto:hello@kwedarco.com).

To your success,  
Lauren Kwedar Cockerell  
Kwedar & Co.



# Your Intro Guide to News Distribution



## **Table of Contents**

---

<b>1:1 email distribution .....</b>	<b>3</b>
<b>Web-based news distribution .....</b>	<b>5</b>
<b>Traditional newswires .....</b>	<b>7</b>
<b>Next steps .....</b>	<b>11</b>

# Your Intro Guide to News Distribution

## 1:1 email distribution

The most efficient and effective way to distribute your press release is via email to a strategic media list.

Reporters and editors are human beings, too. Engage them by sending a personalized email to accompany your news pitch or press release. Make it relevant and intriguing by clearly explaining why it is of interest to their readers, viewers or listeners.

If you have not created a media, you can find email addresses and phone numbers for the appropriate reporters, editors and news desks at newspapers and television and radio stations on their respective websites. Often, reporters will include their email address on their Twitter profile.

**When in doubt, call the newsroom to find the right person or to follow up on a pitch.** And remember, not every pitch will get picked up every time. The worst someone can tell you is "no" ( but, hey–you'll live!).



Even if you're utilizing a news distribution service, send your press release directly to media outlets to maximize your opportunities for coverage. **Don't rely solely on a newswire to land a great story.**

# Your Intro Guide to News Distribution

## 1:1 email distribution

### Pros

- A great email pitch with a personal touch and a concise, well-written press release – with some excellent artwork if available – are effective ways to get a journalist’s attention and potentially land the coverage you’re seeking.
- Even if the reporter doesn’t cover this particular story, you are effectively building a relationship that over time can lead to coverage for a future story.

### Cons

- It is time consuming to build AND maintain a comprehensive media database.
- Being able to write a compelling pitch or press release and understanding AP Style are special skills.
- Writing a pitch or press release that doesn’t hit the mark, can potentially do you more harm than good in terms of building a long-term relationship with the reporter, editor or media outlet.

### *My Next Steps Action Plan*

What are your next steps? Jot them down here.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Confused or overwhelmed? [Click here](#) to schedule a consultation and we’ll help you build a custom media list and craft the right pitches.



# Your Intro Guide to News Distribution

## Web-based news distribution

If you're looking to make an online splash and you have plenty of art, video and accompanying media (e.g. PDF downloads, etc.), AND your budget is smaller, a web-based news distribution site might be the best fit. In our digital world, often more important than earning media attention is appearing at the top of Google search results, and web-based services can help.

There are multiple options, PR Web and EIN Presswire are our current go-to services for clients seeking web presence for their news.

If your budget allows, you might consider testing stories on each platform to determine which performs better for your organization and the types of content you plan to share. Once you decide on the right fit, and if you have a content distribution plan for the year, both services offer discounts for purchasing a package for your releases.

PRWeb.com

<http://www.prweb.com/>

PR Web is a product of Cision, which also owns PR Newswire. It is the more expensive of the two, but it is also a little more cumbersome to use.

EIN Presswire

<https://www.einpresswire.com/>

EIN is less expensive, though some of its cheaper offerings provide fewer features than the PR Web products.



# Your Intro Guide to News Distribution

## Web-based news distribution

### Pros

- Less expensive than traditional newswire services, like Businesswire or PR Newswire.
- The fees generally include the ability to add photos, videos, PDF downloads, etc.
- Some packages are geared more toward SEO, which can be ideal if broad exposure is your goal versus actual third party media coverage.

### Cons

- There are a lot of options out there, even within these two services, and it can be difficult to determine which platform and product to use, particularly if you're not experienced.
- While, as we've mentioned, the web-based wires are great for web exposure, they rarely net real media coverage on their own.

### *My Next Steps Action Plan*

What are your next steps? Jot them down here.

- .....
- .....
- .....

There are a few gotchas when it comes to using a web-based wire service. If you don't want to deal with the headache, [click here](#) to schedule a consultation.



# Your Intro Guide to News Distribution

## Traditional newswires

The old guard of media distribution, traditional newswires, have stood the test of time. While they've evolved somewhat to accommodate multimedia and search engine optimization (SEO) needs, their primary function remains focused on attempting to support media coverage (with traditional and online media).

Our go-to newswire services are PR Newswire and Business Wire; we work exclusively with these two platforms when sharing client news (though more recently, we've used Business Wire most often).

### *Business Wire*

<http://www.businesswire.com/>

Business Wire is a Berkshire Hathaway company, so if Mr. Buffet thinks it's a great company, who are we to disagree?

In all seriousness, we've leaned toward Business Wire because we've experienced a bit more success landing coverage for client news with it over PR Newswire. There is no membership fee to utilize Business Wire, but you will need to create an account and complete a few administrative tasks before you can distribute your news release. Their rates are comparable with PR Newswire; however they do add an additional fee for each press release distributed. One additional perk provided by Business Wire is it will include your company logo for free.



# Your Intro Guide to News Distribution

## Traditional newswires

### *PR Newswire*

<https://www.prnewswire.com/>

Like PR Web, PR Newswire is a Cision company. You are able to buy various levels of packages for news release distribution, which can be helpful when planning out your content for the year. There is an annual membership fee, which you need to take into account when doing your budgeting. PR Newswire had been the gold standard for our news distribution, but we've seen a dropoff in media pickups, so we made the switch to Business Wire. We recommend you research both services before making a final decision. And please note that any artwork you include with your release requires an added fee, even for your company logo.



# Your Intro Guide to News Distribution

## Traditional newswires

### Pros

- Newswires are ideal for “breaking” news such as new product launches, mergers and acquisitions, major awards, etc.
- If your goal is to garner media coverage by having your news circulated by a reputable newswire, these services are the way to go.
- Distribution reports are fairly robust these days, showcasing social media mentions, article and social sentiment, media clips, engagement, and more.

### Cons

- Traditional newswires can be expensive (typically around \$300 per release minimum). The broader you want to distribute your news geographically, the more expensive it gets. For instance, a metro area is less expensive than a statewide distribution, which is less expensive than a nationwide distribution.
- News releases are limited by word count, typically a 400 word minimum, while anything over 400 words is subject to a higher price. While an effective news release typically does not need to be longer than 400 to 500 words, some news stories simply necessitate additional details.
- The distribution reports can be difficult to read and may confuse your team members.



# Your Intro Guide to News Distribution

## Traditional newswires

### *My Next Steps Action Plan*

What are your next steps? Jot them down here.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Newswires are a big investment that can provide wide-reaching exposure. If you're feeling anxious about making the right decision for your news story, [click here to schedule a consultation](#).



# Your Intro Guide to News Distribution

## Next steps

Now that you understand the basics of news distribution, it's time to map out your strategy, do your research, finalize your content and art, and send your information to the world. If you need some help creating your PR plan, we're here to guide you.

Hello@KwedarCo.com

817-405-9878

Or visit KwedarCo.com to schedule a free consultation.



*Some kind words from just a few of our media clients.*

---

We really enjoyed working with Kwedar & Co. They took on a big project with short notice, quickly interpreted our needs and goals and provided on-point and on-brand messaging, setting us up for success both now and for the future. As a non-profit, it is especially critical that our partners provide value, and they delivered.

Their process was efficient and effective and we look forward to teaming up with them again.

- Victor Neil, HOPE Farm

When you're launching a new product, you just don't have the time and energy to DIY everything - not if you want it done right and on time. That's why I reached out to Kwedar & Co. Thank you for being my partner and using your expertise and connections to get the word out about The Cookbook Creative. The momentum you've created has made a huge difference in our launch.

- Elaine Acker, The Cookbook Creative

I've hired Kwedar & Co. and they're the real deal! My client landed more than a million views from a media placement they sourced. 10/10 would recommend!

- Erika Bryant, Piece of Cake Marketing

Kwedar & Co have been great strategic partners. TimelyMD (now TimelyCare) has experienced significant growth over the last few years, and Lauren's expertise and relationships in the DFW business community proved invaluable to the successful PR rollout of our \$60 million Series B funding in 2021. She has continued to be a trusted confidante and friend to our team, and we would gladly welcome the opportunity to partner together again when a need arises.

- Katie Neal, TimelyCare

