

Channels for distribution of your media release.

Major media channels

› Television

› Radio

Print media

› Newspapers (national paper or local newspapers)

› Newsletters (for example, church or seniors groups)

Other media channels

› SMS/MMS

› Internet/blog websites (that cover subjects relating to your event or program)

› Social media websites (Facebook, Twitter)

Don't forget to put your media releases on your website if you have one.
