

TIPS FOR IMPROVING NEWS RELEASES

Tips on how to improve coverage of your announcement by personalizing or localizing your release using the tips below.

1. **Headlines.** Write a headline that summarizes the story, and incentivizes the reader to continue reading.
2. **Target.** Identify journalists who often write about historical and cultural news, and make sure to send the release to those journalists. Also, send the press release primarily to local media in the area as opposed to more distant outlets.
3. **Quotes.** A tailored quote from a person closely related to the news will make the piece more interesting to journalists. Quotes like this can replace generic quotes from agency officials.
4. **Multimedia.** Include a visual element such as a photo of the site, or a link to a short video. A study by PR Newswire determined that 86% of press releases don't include a single visual element, but those that included a photo, video, or logo increased visibility by 96%. Press releases that included two visual elements increased visibility by as much as 552%.
5. **Social Media.** Upload the press release to the local county, city, or site website and post it on social media. Always include a link and photo in the post.
6. **Tell Stories.** People are captured by stories about people and places. Be sure to include a brief story about the person or place you are commemorating. Avoid the temptation to copy the marker text.
7. **Call to Action.** Invite the reader to visit the site, attend an event, donate or volunteer.

SAMPLE RELEASE

TEXAS HISTORICAL COMMISSION
real places telling real stories

PRESS ! RELEASE

FOR IMMEDIATE RELEASE

CONTACT: (NAME, PHONE, EMAIL)

DATE: (DATE DISTRIBUTED)

PORT ISABEL LIGHTHOUSE STATE HISTORIC SITE TO TRANSFER TO THE TEXAS HISTORICAL COMMISSION

AUSTIN, Texas—Port Isabel Lighthouse State Historic Site will officially transfer to the Texas Historical Commission (THC) on Sept. 1, 2019 as a result of HB 1422 by the 86th Texas Legislature.

“We are excited for Port Isabel Lighthouse State Historic Site to join the THC’s family of 27 other state historic sites,” said Joseph Bell, THC’s Deputy Executive Director of Historic Sites. “The Port Isabel Lighthouse was constructed in 1852 near sites of the Civil War Battle of Palmito Ranch and Mexican War battles of Palo Alto and Resaca de la Palma. Of the 16 lighthouses originally constructed along the Texas coast, it is the only one open to the public.”

Port Isabel Lighthouse is one of six TPWD sites that will transfer to the Texas Historical Commission. The other sites to transfer include: Fanthorp Inn in Grimes County, Lipantitlan in Nueces County, Monument Hill and Kreische Brewer in Fayette County, San Jacinto Battleground in Harris County and Washington-on-the-Brazos in Washington County.

The THC’s 28 historic sites represent compelling examples of the Texas mystique throughout the Lone Star State, offering heritage travelers an enhanced experience of these real places telling the real stories of Texas history. To learn more, visit www.texashistoricsites.com.

thc.texas.gov