







**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.

---