

Seminole 100 Facts & Media Tips

Congratulations on being selected to the inaugural Seminole 100! Below are some brief facts about Seminole 100, as well as tips to help you spread the word about your company's accomplishment.

About Seminole 100

The Seminole 100, presented by Florida State University, the Jim Moran Institute for Global Entrepreneurship, the FSU Alumni Association and *Inc.* magazine, honors and celebrates the achievements of top-tier FSU alumni entrepreneurs around the world. The Seminole 100 ranks the fastest-growing U.S. businesses owned by FSU alumni each year, fostering the entrepreneurial spirit in all Seminole alumni across our campus.

Website: seminole100.fsu.edu

Primary Hashtag: #Seminole100

How To Promote Your Seminole 100 Award

Now that your company has been selected as a Seminole 100 honoree, it's time to spread the word. A sample press release is available for download in the Media Kit section of our website; here are some organizations you should send it to:

Local Media: Your company is making an impact in your community. Inform your local newspapers and TV stations. Emphasize your company's growth, job creation and impact. Include some personal information that reporters may find interesting.

Hometown Media: Don't forget about where you came from! Your hometown newspapers and TV stations are always looking for interesting features and success stories about people from their hometown.

Area Chamber of Commerce: Your local chamber of commerce is always looking to promote businesses in the city. Shoot them an email about your business being recognized. Interacting with the chamber of commerce opens up doors to expand and promote your business.

Professional/Civic Organizations: If you belong to any civic or professional organizations they would love to hear about one of their members being honored.

When To Send?

Your selection as a Seminole 100 honoree is newsworthy but how do you improve the likelihood media members will see it? Here are a few tips to keep in mind:

Promote Mid-Week: Press releases sent on Mondays and Fridays receive little attention. Sending your press release Tuesday through Thursday gives you the best chance of being seen.

Send in the Morning: Always send your releases in the morning when editors and reporters are most likely checking their emails.

Some Style Tips

Below are a few recommendations that will help your email/press release stand out from the rest:

Personalize If You Can: Try to personalize emails by using the reporter's name in the salutation, ideally a business or metro reporter that writes a lot of features.

Research: Do a quick search of a reporter's work and if you find articles about business owners that have been recognized for similar accomplishments, make sure to mention that in your email.

Attachments: Editors and reporters are sometimes hesitant to open attachments from new contacts. Paste your message or press release into the body of your email so editors and reports can get to your message quickly.

Follow Up: Not hearing back from the organization or reporter you contacted on the first try is normal, so don't be discouraged. Place a friendly phone call or send a brief follow up email to confirm if they received the message. Also use the opportunity to remind them how sharing your story would resonate with readers and viewers.