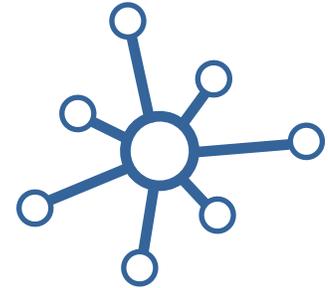


# Public Policy Wire

## Send Your Issues-Focused News to the Media & Decision-Makers

The Public Policy Wire is used by associations, advocacy groups, non-profits, unions, embassies, government agencies and even corporations for breaking “issues-focused” news that needs immediate distribution to all their key audiences. Public Policy Wire circuits differ from traditional Business Wire Circuits in several key ways:

**They include reach from key media down to community level.** We’ve spoken with thousands of newsrooms across the country — they want the scoop on news stories of national, state or local interest for their readers. Public Policy circuits can send your news nationally, to a particular state, or just to the Washington press corps via the DC Capital Circuit. News is routed to particular desks and reporters using the same routing systems as the Associated Press and other newswires. Because our system allows our editors to assign multiple routing codes, we’ll send your news release to all appropriate desks including influential bloggers who cover a variety of subjects. Public Policy Issues-Focused Lists provide supplemental reach to individual beat reporters via personalized email. As part of any newswire distribution, we send your news to appropriate trade press across more than 200 categories.



**They include reach to federal and/or state decision-makers as well as to federal and independent agencies.** Public Policy news releases are part of the larger news feeds to the White House, Congress and other government agencies, whose staff flag stories of interest by keyword. On a state level, news releases are sent to governors’ offices and legislative leadership. If you need to send a position paper or invitation only to members of Congress or to particular Committees we can do that too, by fax, on your organization’s letterhead. We can also send news dealing with issues of industry or economic importance to the financial and investment community.

**Business Wire’s news release social media features help build greater online visibility, encourage public engagement and sharing opportunities—** key to any “issues-focused” communications outreach plan. These features include: a customizable quote-box with “Tweet This” feature (click to tweet), the organization’s live Twitter feed showing three most recent tweets, social sharing icons taking the reader to the organization’s social channels: Twitter, Facebook, Instagram, LinkedIn, etc., and inclusion of Hashtags.

**Your news is posted to mobile news sites such as AP Mobile** — the number one news app for smart devices, as well as to thousands of databases, online services, search engines, and public and media web sites. The Public Policy Wire also includes reach to influential bloggers who cover a variety of subjects as well as posting your news to more than 50 specialized twitter feeds.

To start getting your releases in front of the right policymakers contact your local newsroom, account executive or email [info@businesswire.com](mailto:info@businesswire.com).

*The reach and the metrics you need.*

