

PRESS RELEASE TEMPLATE

Press releases and public service announcements are two simple, free forms of publicity your chapter can use to get the word out. Local media outlets are bombarded with releases on a daily basis, so you want to make sure you send yours early and often until the event. It is also appropriate to make a follow up phone call to inquire about its receipt and whether or not someone will be able to cover your event.

TIPS FOR WRITING PRESS RELEASES

- Start your release off with a catchy heading, as well as the name, address, and phone number of a contact person for additional information.
- Place your most important information in the first few paragraphs. Typically the basic facts of your event (who, what, where, when) should fall within your first paragraph. Editors tend to cut from the bottom of press releases, so place extra background information near the end.
- Make your copy concise, focused, and to the point. Releases are designed to gather attention to cover your event, not to tell the whole story.
- Keep your sentences short and stick to the facts.
- Include eye-catching photos with suggested captions whenever possible. Your release might not always make it in, but papers can use photos in many cases.
- Make sure your release is typed, double-spaced, and contains no errors.
- Quotations are always a good thing to include in the press release.
- If your release extends to the backside of your first page, put “MORE” at the bottom of page one. If it ends on the first page, put “#####” at the conclusion.
- Send your release directly to the editor or reporter covering your “beat” whenever possible.
- Send a thank-you note if your release is published or if your event gets covered.
- For releases sharing information about the results of an event just held, make sure to send the release immediately after the event’s conclusion to ensure timeliness of the information.