

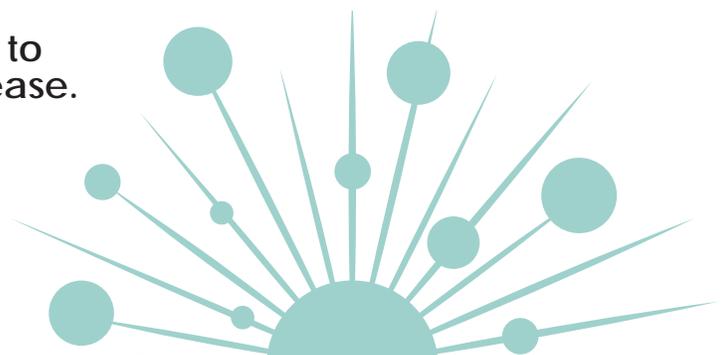
Making Media Connections

Get noticed through press releases

Much of what you see in the paper, magazines or on TV began as a press release. Editors receive many press releases per week. In order for the public to hear your story, you've got to grab the editor's attention. Here are some tips to ensure that your press release stands out:

- Use a catchy title: Editors and writers are busy searching for catchy stories. Make it easy for them. Focus: Stick to what is engaging, specific, and timely.
- Your organization may be very important, and your work, crucial. But a press release requires focus on one important item that will grab attention and be of interest to the general public within the next 6 weeks. Never go over the one-page limit.
- Put the most important information first: Many people don't read to the end of a document.
- Cover the basics: Make sure you have clearly stated answers to Who, What, Where, When, Why, and How.
- Show, don't tell: Be sure to avoid general statements, like, "literacy is very important." Highlight the importance of your message through anecdotes and quotes from someone influential on the subject (preferably from someone outside of your organization).
- Avoid jargon and technical or internal terms: Keep your reader in mind. The press may not be familiar with your inter-office lingo.
- Provide contact information for the person who will do the interview, as well as web links and phone numbers for background and additional information. Use company letterhead.
- Proof-read: To catch errors, try reading your press release aloud or scanning lines backwards. Ensure a second set of eyes has proofread the release as well.
- Make contact: Fax or email your press release to the right department of the paper, radio and television stations. Follow up with each editor within 2 weeks.

Try using the template provided to write a short, powerful press release.



MAIN TITLE OF PRESS RELEASE GOES HERE, CENTRED, IN UPPER CASE
Subtitle goes here in lower case (if you choose to include one)

City, province: Only one or two sentences long, this paragraph sells your story with a powerful punch and provides the most important information without repeating the titles. It must accurately explain why the information in the titles is relevant and timely to the public.

The second and third paragraphs give relevant detail. They personalize the story and relate the information to the audience, ensuring that the who-what-where-when-why and how questions have been answered.

Be sure to include quotes from someone noteworthy about the subject. "I try to avoid simply telling an editor that the upcoming event is important," said Connie Jones, Adult Literacy Coordinator. Rather, paint a picture of its importance through quotes, personal anecdotes and possibly statistics. Think of your reader: How will you engage that particular editor, from that particular region? Whatever you choose, it must have punch without being overdramatic.

This last paragraph states dates and time, or repeats this information in an appropriate way. It is as short as the first paragraph, if possible.

Now, insert a boilerplate – a short phrase about your organization, such as, "About the Saskatchewan Literacy Network (SLN): The SLN is a provincial non-profit organization promoting and supporting literacy efforts across Saskatchewan.

For more information, visit www.sk.literacy.ca.

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(Choose either of these symbols to indicate the end of the press release. Either is acceptable.)

Media contact:

Full Name (remember, list the information of the person to take to the interview)

Ph: (306) 123-4567

Cell: (306) 222-3456

Email: yourname@domain.com

(Note: This contact information is sometimes included at the top of the page, left margin, under the words FOR IMMEDIATE RELEASE.)



Saskatchewan Literacy Network
202 – 626 Broadway Avenue
Saskatoon, SK S7N 1A9
Phone: 651-7288
Toll-Free: 1-888-511-2111
Fax: 651-7287
www.sk.literacy@sasktel.net
www.sk.literacy.ca