News Release Checklist and Guidelines

_____ **Contact and Release Information:** place at the top of the release:

NEWS RELEASE — FOR IMMEDIATE RELEASE

or - For Release Any Time

CONTACT
Your name
Telephone
E-mail Address

_____ **Tone:** Understatement. Avoid adjectives – unless in quotes
You provide the facts; the other people provide the feelings – in quotes.

_____ **Structure:** Inverted pyramid style.
The most important data is in the first paragraph.
Include all 5Ws (Who, What, When, Where, Why/How)
List full address of the event
Provide attribution: someone has to announce the news.
Either, "It was announced today by…", or
the dateline, "BURLINGAME, CA May 2 A revised…"

_____ **Put a head (title) on the story**: Be direct, use a noun and verb, type in ALL CAPITALS

_____ **Length:** The shorter, the better.
Important stories often take more than one page; editors then pick and choose
When the release is over one page, put "– more –"at the bottom of each page
Number each page and the head on the release
Indicate the end of the release, use a repeated symbol, i.e. # # #

_____ **Information Priority**
Give each piece of information a value of 1 to 5 (1 being the highest value)
Use information with the highest values first as you proceed to write the release

_____ **Date:** Place at the bottom of the release. If the announcement originates out of town, you may want to use the dateline at beginning the release

_____ **Fact check all items:** Do not assume anything.

_____ **Style:** Media outlets prefer use of the12-point Times New Roman font;
Chi State Communication guidelines stipulate Arial, 12-point font for documents for use within Chi State

_____ **Society references:** Use the full name:
The Delta Kappa Gamma Society International

_____ **Other eyes:** Ask others to read the draft – it's amazing what we writers don't see!

# # #

~ Please see sample news release on the other side ~

Distributed by the Research Committee at the Chi State Convention Members' Mall ~ May 3, 2008
Source: *Publicity Advice and How-to Handbook*, by Rolf Gompetz