

Anatomy of a news release

BY CAROL SCHUCK SCHEIBER

Use your letterhead to establish who is sending the news release.

✠ Sisters of Eternal Fame ✠
333 Holy Water Way, Anytown, USA
(555) 123-4567 www.sistersofeternalfame.org

Get the release out about 10 days before the event.

Make it easy for reporters to get in touch.

Contact: Sister Jane Smith, SEF
(555) 321-34332 work
(555) 321-3433 home
(555) 321-4378 cell

February 5, 2008
For immediate release

The headline should tell the essentials.

Local nun to address zoning law impact on homeless

The first sentence should tell who, what, when and where.

Sister Kathy Brown will discuss the impact on homeless people of a proposed Anytown zoning ordinance on WKXB, 1275 AM, Friday, February 15, at 10 a.m.

Publicizing your media exposure gives you extra coverage. In this case, it also establishes a community member as an expert to whom the media can turn in the future.

Brown, a licensed social worker, member of the Sisters of Eternal Fame and director of Emmaus House Shelter, has worked with homeless families for 20 years. "The law that city council is considering could wipe out a third of our city's low-income housing. It will put men, women and children on the street and cause untold suffering," says Brown.

Talk to your newsworthy community member and include a comment from him or her.

The radio show will feature Brown debating the issues with Councilman Ron Fink, sponsor of the zoning ordinance.

###

The news industry thrives on conflict, and a debate encapsulates it.

The Sisters of Eternal Fame are a community of women who live and pray in common and dedicate themselves to the ending poverty.

Use an ID line at the end of every news release.