

Anatomy of a news release

BY CAROL SCHUCK SCHEIBER

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

Get the release out about 10 days before the event.

Make it easy for reporters to get in touch.

The headline should tell the essentials.

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

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.

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

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

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

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For immediate release

Local nun to address zoning law impact on homeless

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.

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.

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

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