

Writing News Releases

News releases are brief articles you write and submit to the local media (newspapers, television stations, and radio stations). News releases should answer the questions: who, what, why, when, and how. The most important information should appear in the first paragraph. The first paragraph should be no more than 20 words. Write the remainder of the news release in descending order of importance.

- News writing is short and to the point. Sentences and paragraphs should be short and in everyday language.
- Try to keep the news release to one page.
- Double check names, spelling, and numbers.
- If important individuals will be at the event, mention them in the news release. Names make news.
- Distribute news releases so all media can use the story on the same day.
- Distribute news releases so they reach the news media on light news days - on the weekend.
- Place a contact person's name and telephone number at the top of your letter.
- Include the date and release time for the story. Write a short headline that sums up the news release contents.
- Include photographs with advance and follow-up news releases. Identify all the essential facts in a caption identifying the picture. People in the photograph should be identified from left to right with all names spelled correctly. Only quality photographs should be submitted. Black and white glossies are the best choice.

(Sample News Release)

Date
Contact Person
Address
City, State/Province, Postal Code, Country
Telephone
E-mail

School Principal Declares (insert week in November) K-Kids Week

(Insert school name) principal (insert name) announced this week that (insert week in November) will be K-Kids Week. This week is dedicated to promote the ideals of service and leadership that K-Kids club members demonstrate at our school and within our community.

K-Kids is the newest and fastest growing service organization for elementary students worldwide. This “student-led” community-service organization operates under school regulations and draws its members from the student body ranging in age from six to 12 years.

During K-Kids Week, the K-Kids Club of (insert name) will sponsor the following events: (insert events).

Students and members of the community are invited to join in the spirit of service by participating with the K-Kids Club of (insert name) during the (insert event name).

K-Kids is a sponsored program of Kiwanis International, a worldwide organization of men and women whose clubs serve children, develop youth leadership, and provide for social and business networking. The K-Kids Club of (insert name) is sponsored by the Kiwanis Club of (insert name).

Instructions for using news releases:

- Complete the news release with names, club information, and event information.
- Compile names of contact persons at local TV stations, newspapers, and radio stations. Attach a K-Kids brochure to the news release and forward to local media.
- Contact the media each week until the event. This will encourage publication of your news release.
- Provide photographs, if available.