



Using the news release Tip Sheet

Contact: Colleen Jones
Phone: 630-294-1600 ext. 5740
Email: cjones@pioneerclubs.org

Introduction

Each news release we provide you offers the opportunity for you to customize the release to the needs of your Pioneer Clubs chapter. Below are some tips to help you get the most from your efforts. If at any time you have questions, please use the contact information above for more information.

Customizing the release

Each release offers specific information found in brackets <<>>. This information is formatted according to the Associated Press style guide, the format the majority of news outlets use for their own purposes. Drop your specific information in place of the information provided, and remove the brackets around each section of customizable information. *If you do not have the information provided, or if it is not applicable, please remove the entire statement found within the brackets, as well as the brackets themselves.* For example:

Information provided: ...held from <<7-9 p.m. each Wednesday at New Life Church, 300 Maple Valley Highway, Renton, Wash>>.

With your information: ...held from 7:30-9:30 p.m. each Wednesday at Almira Community Church, 101 S. Second, Almira, Wash.

Be sure to remove all brackets from the release before sending it out.

In the upper right portion of the release, enter your personal contact information, so the local reporters can know how to easily contact you.

Who gets the release

There are different people at each news organization interested in different angles of each story. Many prefer to receive news releases in e-mail format these days, but be sure to confirm with each person his or her preferred method of receiving releases. Look for the following people at your local news outlets:

Newspapers: Religion reporters look for feature stories within the religious community. Community Calendar coordinators are always looking for events to list in the community calendar.

Radio: Local radio stations often offer free Public Service Announcements (PSAs) for local non-profits. Contact your local Christian station news desk manager for more information.

TV: If you are hosting a large event—for example, your Pioneer Clubs chapter will be assembling and giving away 200 Thanksgiving baskets for local needy families this November—consider inviting your local TV reporters to film the assembly of the baskets. A good place to start with TV stations is their general assignment desk.

Online: Remember to submit your events at any and all online community calendars; most news outlets you work with will have a way to submit your event to their online events calendar.

When to send the release

One month before event: Submit information to community calendars.

One to two weeks before event: Send news release to local papers, radio stations, and TV reporters.

Be prepared

With your contact information on the news release, be prepared to answer questions about the contents of the news release.

Have fun

And remember, contact us if you have questions:

Colleen Jones

630.294.1600 ext. 5740

cjones@pioneerclubs.org