

Media News Release

Your community service project will need media exposure to generate interest in your school and your project. A media news release will use persuasive words, stimulating visuals, and an organized layout to deliver a convincing message. You will send your media news release to all local newspapers, magazines, and radio and television stations.

Below are the elements of a newspaper advertisement and their functions:

Headline: At the top of your news release, your headline should “hook” readers with something that appeals to their emotions. Your overall message should be delivered in less than ten words.

Subheadline: Either a continuation of the headline or a message about the special features of the project.

Visual(s): Many news releases include a photograph and/or illustrations of the community project. Radio and television news directors would also appreciate video footage of the unveiling event or students working on the project in a manufacturing classroom.

Contact Information: At the bottom of the news release, include information about your school and your contact information, including your name, address, phone number, and email.

Producing a News Release

Step 1: Planning. Organize your information in this template.

<p><u>AUDIENCE</u></p> <ul style="list-style-type: none">- Who are the readers and/or viewers of your news release?- What is important to them?	
<p><u>NEWS RELEASE</u></p> <p>Plan what story you want to tell in your news release.</p>	
<p><u>CONTACT INFORMATION</u></p> <ul style="list-style-type: none">- How will editors and news directors contact you for more information about your community project?	

Step 2: Having organized your information in the template you can now write a first draft for the news release.

Step 3: Produce your news release using word processing software. Remember to check your work over before submitting your final copy.