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CCA'S GUIDE TO DEVELOPING A PRESS RELEASE

By Dev Pathik

CCA's **Useful** press release:

- **Urgency:** Your Release must convey a sense of urgency.
- **Simplicity:** Keep it brief and cut to the chase. Try to articulate a strong sense that the event or your organization is worthy of press and will be of interest to others.
- **Excitement:** Your release should give the reader a sense that this is important; make it stand out and make it irresistible to the editor.

Below is a basic format for writing a press or news release. The Release should be printed on letterhead; double spaced, and should include:

- Today's Date
- Who the media can contact with questions (includes the name, title, phone, fax and email information of your contact). Be sure that person knows that he/she has been listed as the contact.
- A bold, attention grabbing title. Use large print, 14 or 16 point.
- The first section should include a description of the event. 1-2 short paragraphs.
- A final paragraph with all the important details: Event, date, time, and any other essentials. (Note: your Release may be abbreviated by the editor so make sure the essentials are very easy to identify)
- If the Release is more than one page, put “-more-“ at the bottom of the page. Your press release should never be more than 2 pages.
- Put “End” or “30” at the bottom of the document so they know where it ends.



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SENDING THE RELEASE

- Press releases can be faxed, emailed or mailed.
- Call the publications, organizations, TV, and Radio stations you want to send the Release to. Get the following information:
 - Name of Contact (preferably the editor of the specific department you want: i.e.: lifestyle, calendar of events)
 - Be sure to confirm the spelling of their name.
 - Mailing Address
 - Fax #
 - Email address
 - Deadline for next publication
- You may be able to retrieve this information from their website, and email the Release directly to them.
- If you cannot get a specific name, direct the Release as best you can. i.e.: “Calendar Editor”, “Station Manager”.
- Note: Some Calendar of Events want items 2-3 weeks in advance of the actual print date, so be sure to do the Press Release as soon as a decision is made about your event.
- Follow up with a phone call. It will make your Release more personal, and therefore more important. Just check in to see that they received it and to make sure they have all of the information they need.
- Let them know the dates you want the Release to run



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TEMPLATE FOR THE RELEASE

(on your letter head)

To:

Date:

All Media Release

For Immediate Release

HIGH IMPACT ANNOUNCEMENT

“An Adventure for Teachers & Community Leaders”

- A. From: Your Program Name and Coordinator Name
- B. Describe the Event (1-2 short paragraphs)
- C. Dates, Times, Contact Information (including phone number and address)

-End-

THE ADVISORY GROUP



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A COMPLETED SAMPLE PRESS RELEASE

Secure Measures Group* provides business executives with travel “peace of mind”*

October 2nd, 2001

Virginia Beach, VA— Secure Measures Group*, a risk management and security consultancy, has joined with Black Water Lodge to provide the tools which business executives and professionals need to prepare for secure domestic and international travel.

The Well Armed Traveler is a three-dimensional training solution designed to educate and train business professionals in safe practices for domestic and international travel. The program has three unique learning and training platforms, anchored by the world-class training venue at Black Water Lodge.

Secure Measures Group (SMG)* is a security consultancy committed to increasing the safety and security of American citizens as they work, live, and travel domestically and abroad. The consultants who work with SMG* represent the nation’s leading security and training professionals.

As a leading provider of training solutions to Federal Law Enforcement and DOD Special Operations Forces, Black Water Lodge is uniquely qualified to host and support the Secure Measures Seminars. Located on 5,000 acres just south of Virginia Beach, Virginia, the lodge is equipped with the finest civilian-operated training facilities in the world.

Other security training solutions will be provided on-site and in regional locations to ensure a comprehensive platform of learning solutions for the 21st Century business professional. Risk Assessment, Crisis Management, and Security Auditing complement the _____ in providing a total solution for the security needs of American individuals and organizations.

Secure Measures Group is a division of Lead the Way Inc.

- Trade Mark TM pending
- End-