

GUIDELINES FOR EFFECTIVE PRESS RELEASES

Northwest Suburban Council Marketing Committee

. Copy Preparation:

- Type all copy on one side of 8.5" x 11" paper. Double space with 1" margins.
- In upper left-hand corner, type: "FOR IMMEDIATE RELEASE" and the date, or "FOR RELEASE ON ___ DATE."
- In upper right-hand corner, type: "CONTACT: (Your name, title, address, phone #, a 'slug line' indicating the nature of the story, i.e., "Troop X Scouting For Food."
- Include an "Editor's Note," stating what community/s may have interest in the story.
- Start your story about a third of the way down the first page. Leave 1.5" space from the top on succeeding pages.
- Center the headline above the body of the release. Keep headlines concise.
- Try to include the 5 Ws and H (Who, What, When, Where, Why and How) in the lead para.
- Think of your story as an inverted pyramid – the most important items first --- and the less important in descending order.
- Names make NEWS. Include persons' names, unit # and community.
- Keep your sentences short and simply with one main thought to a paragraph. Avoid adjectives and editorializing. Use action verbs.
- Type "MORE" at the bottom of the page/s if the article runs more than one page.
- On succeeding pages in the upper right-hand corner, type your name, article title and page #.
- To end the release, type "#####" or "-30-".

. Photographs:

Photos sent by mail will almost never be returned. Sending photos by email is preferred by many publications, but keep these general guidelines in mind:

- Include only good (sharp, properly exposed, story-telling) color or black/white prints or digital images. (35 mm slides will be accepted if the papers have a scanning capability.)
- Digital Photos must be 300 dpi and saved in a JPG format
- Photos must be at least five inches wide. Large pictures are preferred over small ones in the photo correction process
- Digital Photos must be RGB color
- Some newspapers have different rules so call their community news editors for instructions.

.What Now?

- Contact/send the story to your local newspaper....or contact one of the NWSC Marketing Committee. We can help with the newspaper contact names, etc.
- Most papers have a 2-week lead time for publication. A "photo assignment" request must be made 3 weeks in advance of an event.
- If you have a background in journalism, photography, radio, television, marketing, graphics, sales promotion, public relations or related backgrounds, and wish to join the District or Council Marketing Committee, please contact us.

Let's Get Some Positive PR Out About Scouting!!!

Your NWSC Marketing [Committee](#)