



Your Partner For Success

PRESS RELEASE WISDOM!

A press release is one of the most popular tools in media relations. It's best to disseminate real news not calendar listings. Sometimes a press release is printed verbatim if well written.

Press Release Guidelines:

- Make sure your IAAP organization name and address are on the release.
- List the name, business phone number and e-address of a contact person.
- Include the date you actually write the release.
- Put the date you want the release published and add terms such as: "For Immediate Release," or "On Receipt."
- Use a headline to tell what the release is about.
- Use a strong and/or catchy lead sentence to capture the reader's attention.
- Keep the release to two pages, preferably one page.
- If longer than one page use a slug line (2-3 word description) at the top of the second page. i.e.: "Press Release Info Page 222."
- Use 8.5" x 11" paper.
- Double-space.
- Use the IAAP Chapter Mission Statement as the last paragraph.
- End the release to show it is completed with -30- or ####.

Press Release Notes:

- Every paragraph is considered more important than the following paragraph, so put the basic facts – who, what, when, where, why, and how – in the first paragraph.
- The remaining paragraphs offer other pertinent facts and details in descending order.

Contact any of these Committee members for more information. >>>

Sample

Press Release

October 1, 2005

For more information, please contact:

Name
PR Committee Chair
IAAP _____ Chapter
Phone; e-address

For Immediate Release

**IAAP _____ Chapter Goes Live!
Registration begins Oct. 7, 2005, for
the National Boss' Day Event you don't
want to miss!**

Pertinent Information paragraph one

Paragraph two

Mission Statement

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Ohio Division Image Committee

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