

NEWS RELEASE TIPS

- A news release is a way to convey information to the media. It either can alert the media to a new development or explain the significance of an event.
- Using your Optimist Club letterhead, type the words **NEWS RELEASE** on the top of the paper. Also include **FOR IMMEDIATE RELEASE** along with the date on the upper left hand corner of the paper. On the upper right hand corner, list the name and number of a contact person.
- Then, think up a descriptive, compelling headline:
OPTIMIST CLUB TO HELP KIDS WITH CANCER
- Write as concisely as possible and try not to send voluminous news releases. Two pages are more than enough for most events.
- Reporters and editors get dozens, if not hundreds, of pieces of mail each day and most of those are news releases. So yours doesn't get lost in the stack, make sure your first paragraph is as compelling as possible. Highlight what is unique, visual, funny or timely about your event.
- Make sure the first or second paragraph includes all relevant information—who, what, when, where and why.
- Try and answer as many questions as possible. When does the event start? Is it open to the public? Do I need to buy tickets? Will there be a celebrity guest? Will the proceeds of the event benefit a certain organization?
- Type the word **MORE** at the bottom of the page to indicate that there is another page of the release. On the upper left hand side of the second sheet, type the words **OPTIMISTS HELP CANCER KIDS, ADD ONE**. This indicates that this is the second page of the release.
- The last paragraph is called the “boilerplate,” and is usually made up of three or four sentences that describe the Club. It can include information on when the Club was founded, how many members it has and what its chief activities are. You also may want to give a contact name and number for membership information. Use this boilerplate paragraph on all releases.
- Finally, type the symbols **###** at the end of the release to let the reader know this is the end of the copy.

SAMPLE NEWS RELEASE

(Your release should be printed on Club letterhead)

FOR IMMEDIATE RELEASE
October XX, 200X

FOR MORE INFORMATION
(Contact Name & Phone Number)

OPTIMIST CLUB TO HELP KIDS WITH CANCER

The Optimist Club of (Club name) will be working with kids with cancer on (date) at (location). (Name of project) is part of the Club's commitment to young cancer patients in the community. Optimist volunteers plan to (briefly describe the project) as part of the program. The project is part of Optimist International's Childhood Cancer Campaign.

(Use a quote from the CCC chair or Club President talk about the project, for instance—"We are going to help kids make crafts," says Jane Doe, Childhood Cancer Chair. "We feel a donation of our time will allow children suffering from cancer help forget about what they are going through. If we can put a smile on a few faces, I think we are doing a lot of good.")

Activities planned during the program include (give specific times and activities planned). (If applicable, note that photo opportunities will be available.)

The Optimist Club of (Club name) (give a brief summary of the projects the Club does and how they impact the community. You may also include the number of years the Club has been in existence and how many members it has.).

The Club is a member of Optimist International, one of the world's largest civic service organizations. Optimists are known for "Bringing Out the Best in Kids."

For more information about the Childhood Cancer Campaign, please contact (CCC Chair name or Club President) of the (Club name) at (phone).

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