



All About Press Releases

Now-a-days, it is hard to break into the media unless you are famous, but even celebrities have to make press releases to announce themselves to the general public. This document is going to help you understand what exactly a press release is and everything that goes into it.



What Is a Press Release?

According to businessdictionary.com, a press release is a “written, audio taped, or video taped matter about a book, event, person, or program presented by its promoters or principals to the media for editorial comment and free coverage.” Putting this definition into the world of Key Club, you as a member announcing your club and service to your home, school, and community. This can be done through newspaper articles, news channel segments, afternoon announcements at school, and so many different ways. A press release is the way that you put yourself, your club, and your service out into the world to be recognized for all your dedication to helping the world.





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Nine Parts of a Press Release

1) Letterhead/ Logo

This part is a little easier to understand. Your letterhead and logo go with the organization you are working with. Here is an example for the Florida District of Key Club International:



2) Contact Information

It is imperative that you add a way for the news outlet to contact you so that if they would like an interview, they have a way to follow up with you. This could either go at the top or the bottom of your press release depending on personal preference. Here is an example of how to format your contact information:

Ashley Johns

Lieutenant Governor of Division 14C, Public Relations Committee Chair, Florida District of Key Club International

[\(813\) 352-7832](tel:8133527832) || division14c@floridakeyclub.org || <http://www.floridakeyclub.org/> || <http://keyclub.org/home.aspx>

3) “For Immediate Release”

This is important because it gives the news outlet an idea of how soon you want your release to be sent out. Most press releases you will want to put “For Immediate Release” but if you would like your release to be sent on a certain day, you should be sure to specify that day. This part of a press release should be placed at the top and in big letters so it is noticeable.

4) Headline and Sub-headline

These are your opportunities to grab the attention of your readers. They should summarize what you are going to write about and encourage your reader to continue to read. Both of them should at most 70 characters each and written in subject-verb-object form. Below is an example of a headline and sub-headline:

Local Key Club Raises \$5,000 for Charity

Hialeah High School Key Club hosts talent show where all proceeds benefit the Eliminate Project.

5) Dateline

This should come before the first paragraph and list the day, city, and state that the press release is issued. So, if you are sending it from Boca Raton High School, it would look like:

November 15, 2016– Boca Raton, Florida

6) Body

This is where your club's story is written. Make sure you emphasize the 5 W's and H, or:

Who, What , When, Where, Why, How

It is important to keep your story factual and unopinionated so that it is easier for the media to publish.



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7) Quotes

More often than not, you want to add in a quote from someone who attend or was affected by your event. This gives your event not only personality but also credibility because it provides word evidence from someone who was there. It is important to get at least two quotes– one from someone who helped create the event and one from either a volunteer, someone the event helped, or a third party.

8) Boilerplate

This is just a few sentences at the end of your press release that describes your organization and should remain consistent throughout all of your press material. Below is an example of a boilerplate for Key Club International:

Key Club is an international student-led organization which provides its members with opportunities to provide service, build character and develop leadership.

9)

No, this is not a typo though it may seem like it. You put three pound signs at the end of your press release to indicate that you are finished. If your press release is longer than one page, you should put “–more-” at the end of every page until the last one.

With that, you should be ready to make a press release! If you have any questions or concerns, feel free to contact the Public Relations committee at publicrelationscommittee@floridakeyclub.org !