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# Sample News Release

In Chapter 1, you learned that building relationships with the media is a useful mechanism for getting the word out about your program.

**Directions:** This tool shows the basic format and elements of a news release. Make sure you include your program name and contact information, and then include a few paragraphs on the news you want to share and distribute it to your local news media outlets. A template and an example news release are provided.

## News Release Template

FOR IMMEDIATE RELEASE: [**Date**]

CONTACT: [**First and Last Name**], [**Role**]

[**Program Name**]

[**Phone Number**]

[**Email Address**]

[**Program Website Address**]

**Title of News Release**

Lead Paragraph: Who, What, When, Where, Why

Second Paragraph: Quote from organizational spokesperson

Third Paragraph: More information about the announcement

Fourth Paragraph: More information and examples

Fifth Paragraph: Second quote from another organizational spokesperson

Sixth Paragraph: Contact information for the organization

## News Release Example

FOR IMMEDIATE RELEASE: August 15, 2013

CONTACT: Jane Project Director

Anytown Afterschool Program

123-456-7890, Ext. 123

[jane@anytown.net](mailto:jane@anytown.net)

[http://www.anytownafterschool.net](http://www.anytownafterschool.net/)

**Anytown Afterschool Program Launches Student-Created Website**

ANYTOWN, U.S.A.—The Anytown Afterschool Program, which serves 200 9th- through 12th-graders   
in the Anytown Unified School District, has launched its youth-designed website, at [http://www.anytownafterschool.net](http://www.anytownafterschool.net/). The website details program news, provides contact and registration information for the program, and highlights the work of young people in the program. It also links to the school website and to the websites of organizations in the community that partner with program, including the Anytown Y, Anytown Medical Center, Anytown Widget Company, and the Anytown Players.

Youth in the program worked on the project for several months with the help of Bill Web and Julie Techno of the Anytown Widget Company Technology Department. When asked what it was like to work with 30 high school youth, Web said, “It was a great experience. I learned as much from the kids as they learned from me.” Techno added, “That’s right. The kids were not afraid to try new and creative graphics, and as a result, they’ve got an informative website that’s also terrific to look at.”

The Anytown Afterschool Program operates from 3:00 p.m. to 6:30 p.m., five days a week, in the Anytown High School. John Principal at Anytown High has reported that youth who participate in the program have improved their leadership skills and increased school day attendance by 15 percent over those who do not participate in the program.

“Youth love the program,” Principal said. “This website shows how much enthusiasm they have and how much they are able to contribute.” Jane Project Director concluded, “The Anytown Afterschool Program is always looking for community partners who can help us create fun and interesting activities in partnership with our participants. Now, the Anytown community can check out our site and contact us if they have any ideas.”

For additional information on the Anytown Afterschool Program or details on how you can help out, visit the website at [http://www.anytownafterschool.net](http://www.anytownafterschool.net/) or call 222-555-4953, Ext. 328.