

Media/news releases 101

Created by Jennifer Caldwell, Kin Canada HQ staff

Looking for help with creating a media release? Have questions? You can reach Jennifer Caldwell at Kin Canada HQ via email at jcaldwell@kincanada.ca or via the phone 1-800-PICK-KIN ext. 204

Creating a media release? Here are a few tips to follow:

- 1.) Consider what is “newsworthy” in the story you are pitching/sending and highlight it as much as possible.
 - 2.) Look for exciting, interesting and new ways to tell the same old story
 - 3.) Highlight that you’re a not-for-profit (use club or national logo)
 - 4.) Think local and use a human face to tell your story
 - 5.) Keep it to one page, if possible
 - 6.) Use strong verbs, catchy headlines and colourful quotations
 - 7.) Make sure you research the outlet: know what stories they run and when, know how to send a release and who to send it to (and follow-up with) and when to distribute release
 - 8.) Don’t just send a release and assume it got to the right place – follow up with a quick phone call (but not at deadline – ask: “is this an ok time for you? I just have a quick question.) If they didn’t receive the release – just send it again!
 - 9.) Ensure you list the most complete contact information possible
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Suggested media/news release format

FOR IMMEDIATE RELEASE

Attn: Suzy Smith, community reporter

Place the above two lines in the top left corner. Also, it is a good idea to indicate who at the outlet should receive the release

Headline/Title

Make your headline an attention grabber. It should summarize the “hook” of the release and catch the interest of the reporter. It describes what is special or unique about your story. Use active verbs, eye-catching and interesting headlines.

First Paragraph

Try to convey as many of the five Ws and H (who, what, where, when, why and how) in a couple of interesting, attention-grabbing sentences.

Remaining Paragraphs

- These paragraphs should include at least one colourful (not standard and try to avoid “ clichés”) quote from a spokesperson (ideally, your club president)
- You don’t need more than 3 quotes per release.
- Don’t forget to include information on sponsors

- It is highly recommended to finish off your release with a brief “overview” of what Kin Canada is (clubs can insert a sentence or two about their specific contributions, activities, etc.): Kin Canada is the Association of Kinsmen, Kinette and Kin clubs. It is an all-Canadian service organization made up of dynamic community volunteers, from coast to coast. Working together, members are enhancing the quality of life in their communities by promoting service, fellowship, positive values and national pride. To date, Kin members have raised more than \$35 million to help fight cystic fibrosis and have contributed more than \$1 billion to Canadian communities since its founding in 1920. For more information about Kin Canada, visit www.kincanada.ca.
- Always use the third person in your release – never use the word “you” to talk to the reader.
- Follow Canadian Press style, if possible.

Bottom of Page 1

Do not break a paragraph at the bottom of a page; instead start a second page (if you absolutely need to have two pages). If the release is longer than one page, type “... more” in the lower right-hand corner of the first page and begin the second page with a “-2-” at the top centre. Finish the news release with a “-30-” or “-###-” at the bottom-centre of the page to indicate that the release is complete.

Include a contact name, title and phone number at the end of your release, in the event that the reporter needs to clarify any questions that may arise. If promoting an event, include on-location contact, like a cell phone. Don’t forget the club, district and/or national website!

Here’s an example:



Kin Canada National President visits Cambridge to champion the community work of the Kinsmen Club of Preston

Leona Thorogood is proud to be the first solo female president of the Association of Kinsmen, Kinette and Kin Clubs

Cambridge, ON (Oct. 4, 2007) – This Wednesday, Oct. 24th Kin Canada’s national President, Leona Thorogood, will be in Cambridge to celebrate the difference that the Kinsmen Club of Preston has been making in the community for the past 55 years.

Thorogood will be attending the local Kinsmen club’s meeting, which begins at 6 p.m. in the Rocky Mountain Room at the Preston Kin Club, located at 123 Anywhere Street.

Thorogood, who lives in Stettler, Alta., is proud to have the opportunity to volunteer as the president of Kin Canada’s national board of directors. During her tour of the area, Thorogood aims to impart to others the true impact and value of having a Kinsmen/Kinette Club in the area.

“I would ask community members to take a step back and take stock of what the Kinsmen Club of Preston has done for Cambridge over the years,” she said. “These dedicated volunteers have devoted countless hours, without much glory, to make a true difference. Their commitment to making a difference not only deserves recognition, but it deserves to be celebrated.”

Thorogood has been a member of the Kinette Club of Stettler since 1984. During her past 23 years as a Kinette, she has led countless service projects within her community and has also held significant volunteer positions at both the local, provincial and national levels of the Association.

Thorogood is the first female president of Kin Canada, since the association changed to have a single leader of its board of directors. Before 2005, Kin Canada had two nationally-elected presidents, a Kinsmen and a Kinette (one male and one female).

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For more information and/or to arrange an interview, contact:

Insert name, Insert title

Insert name of club

Insert phone number (include a number where contact can be reached during working hours)

Insert club website

Media Advisory Format (can be used to invite media to an event or to give a reminder as a follow-up to an already distributed release).

MEDIA ALERT/PHOTO OPPORTUNITY

TITLE/HEADLINE

WHO:

WHAT:

WHEN: (date and time)

WHERE: (address and driving directions)

WHY: (theme or topic)

VISUALS: (suggestions of photo opportunities)

CONTACT:

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