

**BRAD TAYLOR**  
Information Coord  
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*You must **report in the third person** since you are reporting on an event. Be a reporter - report on yourself or your event/occurrence.*

*Limit the release to **less than 500 words**.*

*The media should receive the release **1-3 days before** the event (or after if reporting results/after the fact) so, plan accordingly **taking into account your release will be proofed/edited and sent by Brad at the DO**.*



## **MEDIA RELEASE**

### **For More Information, Contact:**

**Name, Title**

**School**

920-4**xx-xxxx**, ext.**xxxx**

**flastname@ashwaubenon.k12.wi.us**

### **Headline (one line, capitalize first letter of each word)**

**Ashwaubenon, WI – Month xx, 20xx** – A strong introductory paragraph that captures the audience’s attention and contains the information most relevant to your message such as Who, What When, Where, and Why. In our case, be sure to include the person or group (examples: student, teacher, club, teacher’s class) and the school. This paragraph should summarize the Media Release such that if it was the only part seen by someone, it would tell your entire message, and include a hook to get the audience to read further.

*EXAMPLE: **Ashwaubenon, WI - May 11, 2009** - Ashwaubenon High School senior Andy Deckert has been selected as the Destination Imagination ValeDICTorian for 2009. Andy was the one student selected out of hundreds of Destination Imagination (DI) seniors that apply.*

The second and possibly third and fourth paragraphs should contain more detailed information and make up the body of the release. Continue from the information in the first paragraph, including quotes if you have them. Be accurate and, if possible, have an angle that will appeal to the media such as a tie to a current event or issue. If applicable, include a paragraph describing the facts and history of the organization or the event.

*EXAMPLE: As ValeDICTorian, Andy will be speaking at the DI Global Tournament’s Opening, Graduation and Closing ceremonies which take place May 20<sup>th</sup> through 23<sup>rd</sup> in Knoxville, Tennessee. He will be accompanied by the four Ashwaubenon teams that qualified for this year’s Global Tournament, marking the first time Ashwaubenon has sent this many teams to Globals and, the first time an Ashwaubenon student has been chosen as ValeDICTorian.*

*Destination Imagination is the world’s largest competitive, creative problem solving co-curricular. It helps build students’ skills in creative problem solving, teamwork, leadership, critical thinking, research and inquiry, innovation, technical design, construction, presentation and playwriting. The DI Global Tournament consists of over 17,000 students and 1,000 teams representing forty-five countries.*

End with an avenue for the media or the audience to obtain more information. This is typically a repeat of the ‘For More Information, Contact’ section above.

*EXAMPLE: For more information, please contact Mara Manning, Ashwaubenon High School GLOBE Enrichment Coordinator, at 920-492-2955 extension 5345 or mmanning@ashwaubenon.k12.wi.us.*

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[End of media release]

## **Media Release template & process for staff**

Above is a Media Release template we've developed for staff to use. By using this easy-to-use tool, we hope to encourage more staff to report on the great things our students, staff and schools are doing. The ultimate goal is to increase the Ashwaubenon School District's positive exposure.

The template and process was tested with a three events in December 2009. The template provides our format and includes writing guidelines and a sample media release. The process is to simply fill out the template and email it to Brad Taylor at the District Office. Brad will proof it and edit if necessary. Before emailing it to the local media, Brad will email you a copy to proof. As noted on the template, please provide your media release in a timely manner, taking into account the turnaround time of the entire process.