

Beaver Tips: News Releases

Students can utilize news releases to broaden the visibility and recognition of programs and organizations.

Process and Timelines

For the purpose of promoting an event, press releases are best utilized by sending out a release 2-3 weeks in advance of an event. Typically local news organizations have calendars where they can include that information, and need several weeks lead time in order to place your item in their calendars. Additionally, reporters like to plan ahead if they want to cover an event.

If you are **only** promoting your event on campus, you may send your information directly to the Daily Barometer. However, if you are hoping to promote your event in other newspapers around the state, then submit your news release to the OSU Office of News & Research Communications. This is required OSU policy for Sponsored Student Organizations, but also a helpful resource for Voluntary Student Organizations.

Releases will not be distributed immediately because there is a formal approval process, so last minute submission are not advised. **Planning ahead** is key to the success of your release. Make sure that your releases are reviewed by your program adviser and any sources before sending it to the OSU News Office. Once your release is ready to send to media, email it to theresa.hogue@oregonstate.edu. Theresa will edit the releases for AP style, move them through the formal approval process, and distribute them to appropriate media.

Press Release Format

There is a fairly standard format for creating press releases. It will help your credibility and chances of being published if you present your material this way. Each news release should include the following:

Headline: Just like a headline in a newspaper, make sure this describes the content of the story. Keep this short.

Contact: This should include: contact person, telephone number, e-mail address

CITY, State - These details precede the story and orient the reader. Example: CORVALLIS, Ore. The city should be in all caps, the state abbreviated in AP style.

Body: The first paragraph is your 'nut graf.' It contains the most important part of your event information, including the purpose, time, date and location and any cost involved. The following paragraphs can include more details about the event, quotes from organizers, etc. Include any website or other links. Event releases should be fairly short.

Additional items: If you have any links to digital photos, include the link at the bottom as an editor's note, i.e:
EDITOR'S NOTE: To access photos: <http://linkhere>

End: Indicate the end of your release with -30- centered, as seen below.

-30-

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