



HOW TO WRITE A NEWS RELEASE

Committee:

Public Relations

Submitted by:

National Public Relations Committee

Contact information for questions:

pr@ALAforVeterans.org

How to write a news release:

- Gather correct and pertinent information.
- Prepare a news release with the **Who** (who is invited and who is the sponsor), **What** (what is the ALA information/event/program), **When** (day, date, time), **Where** (location, street address, city), **Why** (provides a reason the event is being held) and **How** (other special information a member or the general public would need to know in order to participate in this event). Templates are available at www.ALAforVeterans.org.



- The inverted pyramid (shown above) is a common method for writing news articles and releases. It can be thought of as a simple upside-down triangle. The widest part at the top represents the most important information, and it tapers down in order of diminishing importance. **Who, What, When, Where, Why** and **How** should all be included in the opening paragraph or two. This format is valued because readers can leave the story at any point and understand it, even if they don't have all of the details. By placing less important information at the end of the story, it can be removed so the article can fit a fixed size, or it can be "cut from the bottom."
- Include contact information: a name, phone number and email address.
- Provide deadline information if applicable.
- Distribute public relations information via resources available in your community—to newspapers, radio stations, TV stations, blogs; post to a website; display advertising posters on community boards, in city hall, grocery stores, VA hospitals; share information with other persons who may help your unit reach the target audience such as a veteran service officer, Family Readiness Group or National Guard armory personnel.
- With today's technology, it is imperative that your information be shared electronically. Utilize Auxiliary websites, Facebook, Twitter, Google+, LinkedIn and YouTube.
- Online public relations resources are available at www.ALAforVeterans.org.