

## News Release

### **Petoskey Robotics: Paladins FRC Team 3618**

*Release Date*

*Your Contact name, phone, and email*

*Valerie Meyerson, 231.881.7676, Meyerson\_954@charter.net*

### Headline Centered

Lead paragraph. Put the most important information first. Break up long sentences and keep paragraphs short.

Eliminate clutter; avoid redundancy and extraneous facts. After writing, go back and weed out adjectives and adverbs; understatement goes a long way with the media.

Don't assume readers know anything about Paladins or the FIRST program. Answer all reasonable questions – especially **Who, What, When, Where, Why and How**.

Try to blend each paragraph naturally into the next. There should be no interruption of the thought, no jolt from one idea to the next.

Include information, quotes, and photos about the program. Select high resolution photos to send with the release. The media love photos, especially with students.

###

Cutline (photo caption):

Include information about the photo. What is happening in the photo, worded differently than in the body of the release. Identify people from left; i.e. Annie Johnson (from left), Alex Esterline, Olivia Tanner, working hard at creating the Paladins marketing tools.

### **Basic News Release Components:**

1. Use a basic font, like Times New Roman, in 12 point.
2. If possible, save the document in a .doc format so the news people can open it without a problem.
3. The word "News Release"
4. Your organizations name, contact name, contact information including phone # and email
5. Date you wrote the release
6. A Headline (although the papers usually change this)
7. A Lead – grab the reader and concisely say what the release is about
8. A Body - develop the key elements in the lead, based on importance
9. Quotes attributed to authorities
10. Length – less than two pages, but generally keep it to one.
11. Stress the local angle
12. Concluding description of your organization - including number of students and mission of  
FIRST
13. Include 3 pound signs (###), centered, at the end of the release, to show it is complete.
14. Include a photo and add a Cutline (photo caption) at the end of the release.
15. Proof read all releases, preferably by someone other than the original writer.
16. Send all releases to Val for approval.

Petoskey News Review contact for school events:

Rachel Brougham: rbrougham@petoskeynews.com

## **Thank you notes: Template**

Hand written notes go a long way. But they must be legible and spelled correctly. Take your time writing them.

**Salutation** always first: Dear Mr. or Ms. \_\_\_\_\_ (make sure you get the correct name)

**Thank you for:** state what they gave us. If it was money, state “sponsoring Petoskey Robotics”, if it was an in-kind donation – state what it was they gave us, eg: thank you for donating office supplies to Petoskey Robotics.

**Then state how you will use the gift:**

If money – you can state something like: “Your support helps provide a solid foundation for our program to grow from.” If it’s in-kind, specifically state what it is used for, eg: “The office supplies were used to support the first ever northern Michigan robotics conference.”

**Then state something specific** about our program and how meaningful it is to you: eg: “Petoskey Robotics has provided an outlet for me to expand my knowledge of real world use of CAD.”

**Then end with :**

Your support is truly appreciated.

Sincerely,

Sign your name