

## **Eagle Scout Press Release Writing Information**

We encourage all Eagle Scouts to prepare press release information and send it, via email, to their area newspapers. (See “Press Release Basics” information below for more on writing structure.) Please provide the newspapers with the following information:

1. Full name and age
2. City of residence
3. Parent’s names (and city of residence if different than yours)
4. Troop number, location and chartering organization
5. Head and shoulder photo of Eagle -- least 200 dpi in resolution
6. Brief record of Scouting experience which might include:
  - Cub Scout achievements (noting Arrow of Light if applicable)
  - Number of merit badges earned
  - Eagle Project summary
  - Troop offices held
  - High adventure activities
  - Number of years at summer camp
  - Membership in Order of the Arrow, etc.
  - School information, grade point and activities
  - Any other notable achievements and comments on what you have enjoyed about Scouting and why the program has been important to you

## **Newspaper Email Addresses**

Below are email addresses for area newspapers to which to send both your Eagle Scout photos and press release information. Please send the text within the body of the email (not attached) and attach the photo to the same email.

The Morning News	<a href="mailto:ourtown@nwaonline.net">ourtown@nwaonline.net</a>
Wash Co. News	<a href="mailto:washconews@nwaonline.net">washconews@nwaonline.net</a>
Benton Co. Daily Record	<a href="mailto:newsroom@nwanews.com">newsroom@nwanews.com</a>
Roger Hometown News	<a href="mailto:rogersnews@nwanews.com">rogersnews@nwanews.com</a>
Siloam Springs Herald-Leader	<a href="mailto:garyb@nwanews.com">garyb@nwanews.com</a>
Times of NE Benton County	<a href="mailto:annetteb@nwanews.com">annetteb@nwanews.com</a>
White River Valley News	<a href="mailto:wrvnews@nwanews.com">wrvnews@nwanews.com</a>
The Weekly Vista	<a href="mailto:weeklyvista@nwanews.com">weeklyvista@nwanews.com</a>
Decatur Herald	<a href="mailto:randym@nwanews.com">randym@nwanews.com</a>
NW Arkansas Times	<a href="mailto:living@nwartimes.com">living@nwartimes.com</a>
Madison County Record	<a href="mailto:mcrecord@madisoncounty.net">mcrecord@madisoncounty.net</a>

**PLEASE COPY ALL PRESS RELEASES TO:**

[Westark@bsamail.com](mailto:Westark@bsamail.com) and [johnblair@sbcglobal.net](mailto:johnblair@sbcglobal.net)

## **Press Release Writing Basics**

Below is a basic format to follow when compiling press release information.

### **Content**

#### **Release Statement**

*“FOR IMMEDIATE RELEASE:” should be on the upper left of the first page. This should be the only part of the press release that has every letter capitalized.*

#### **Photo Reference and Caption**

#### **Headline**

*Skip two lines after the contact information and use a bold typeface. Spend a lot of time on your headline. It should be short, but really tell your story.*

#### **Dateline**

*This should be the city from which your press release is issued and the date you are mailing your release.*

#### **Text Organization**

*Use the inverted pyramid style of writing, which puts the most essential information at the beginning, followed by supporting information in decreasing order of importance. The first (or lead) paragraph should grab the reader’s attention and should contain all of the basic information of your message - who, what, when, where, why, and how. The main body of your press release is where you fully develop your message.*

#### **Contact Information**

*End your press release with contact information for the person who is prepared to provide more information to the press. Include your spokesperson’s name, title, and telephone and fax numbers. It is important to give an alternate number (preferably, a cell phone number) since reporters work under deadlines and may not be able to call during usual business hours.*