

Press Release Writing Information

We encourage unit to prepare press release information regarding notable events 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. Unit number, location and chartering organization
2. Names of anyone photographed – MUST HAVE PARENTAL PERMISSION FOR ALL PHOTOGRAPHED YOUTH
3. A caption for submitted photos
4. Photos need to be at least 200 dpi in resolution
5. Brief description of the event that took place or will take place
6. Any quantitative information that can be passed on (i.e. pounds of food collected, number of flags distributed, etc.)
7. Site any benefits to the community and/or to the Boy Scouts of America

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	ourtown@nwaonline.net
Wash Co. News	washconews@nwaonline.net
Benton Co. Daily Record	newsroom@nwanews.com
Roger Hometown News	rogersnews@nwanews.com
Siloam Springs Herald-Leader	garyb@nwanews.com
Times of NE Benton County	annetteb@nwanews.com
White River Valley News	wrvnews@nwanews.com
The Weekly Vista	weeklyvista@nwanews.com
Decatur Herald	randym@nwanews.com
NW Arkansas Times	living@nwarktimes.com
Madison County Record	mcrecord@madisoncounty.net

PLEASE COPY ALL PRESS RELEASES TO:

westark@bsaemail.com and webmaster@razorbackscouts.org

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.