



REQUEST FOR PRESS RELEASE

DO YOU HAVE GOOD NEWS TO SHARE?

Would you like to share something special about your school or students with the local media?
Is your campus or department hosting a newsworthy or notable event?

**LET THE COMMUNICATIONS OFFICE
SEND A MEDIA ADVISORY OR PRESS
RELEASE!**

Story ideas: Special guests or visitors; business partnership activities; school plays and concerts; annual school wide events; PTO officers, meetings and activities; new instructional or co-curricular programs; charitable drives led by students; contests and competitions; construction or renovation work; volunteer activities that impact learning



PRESS RELEASE GUIDELINES

Make sure your press release answers the following questions: Who? What? Where? When? Why?

Headline

Please include a short, descriptive headline that captures the essence of the release. It should be in the present tense. *Example Headline: Eighth Graders Top the Charts in Mathematics*

Press Release

Please provide a description of the event, reason for release and background information. If your press release is accompanied by a picture, please include all names from left to right.

Contact Information

Please include contact information to display with the press release. All media inquiries should be addressed by the Communications Office.

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- Submissions will be reviewed and may be edited for style, format, and appropriateness, but please ensure the content is accurate and complete before submitting.
 - Please allow at least two business days for final release.
 - Releases may be reviewed for newsworthiness within the context of other events happening in the district and throughout the community.
 - Submission of a press release request does not guarantee its publication, nor does it guarantee media coverage of an event.