

Publicizing Your B&W: Good Will Network Efforts and Events



NEWS RELEASE: You will do better in securing coverage in the media if your news release is newsworthy and is presented professionally. An example of a press release follows. Here are some standard guidelines for formatting your news release:

1. Print your release on Baird & Warner stationary. Use only one side and avoid going to two pages.
2. Be sure your contact name and telephone number are on the top of the page in case editors want more information.
3. Type an eye-catching headline that summarizes the story, single spaced and in capital letters.
4. Try to double-space or 1 ½ times space the body of the release to allow for the ease of reading by editors
5. If you have to go to a two-page release, end the first page with a complete paragraph and write “continued” at the bottom center of the page. Write a one or two word abbreviated headline and the page number in the top right hand corner of every subsequent page.
6. You indicate the end of the release by writing “# # #” at the bottom center of the page.

PHOTO RELEASE / PHOTO CAPTION: Be sure to send the media professional quality photos with glossy finish. Most newspapers prefer 5” x 7” photos. Make sure that they are in focus and not too dark or too light. Include a photo caption with your photo, identifying people in the photo and describe what is happening in the photo. A sample photo with caption/identification treatment and format suggestions follow. Make sure your captions provide contact name and number, so the media know whom to call with questions. All captions should be double-spaced.

If you have a digital photo that you want to e-mail to a newspaper for publication, we recommend that you call a reporter and/or editor at the newspaper first and tell them what you seek to do. Many newspapers will not accept attachments to e-mails unless they know about it advance. You can always send a CD that includes your photo on it along with your photo release or press release.

PHOTO RELEASE

Baird & Warner of _____
Baird & Warner Good Will Network
[ADDRESS]
[CITY, STATE, ZIP]

Media Contact: [Full Name, Telephone Number]



FOR IMMEDIATE RELEASE -- May 5, 2005

Chicago, IL – May 5, 2005 -- Baird & Warner’s City North office presented a check for \$1,500 to REST (Residents for Effective Shelter Transitions). Bob Fiedler, development director of REST, accepted the check from the office members. REST provides overnight shelter to homeless men and women in the Uptown and Edgewater areas of Chicago. The organization also offers supportive services and housing to help those seeking independent living.

In the photo, from left: Managing Broker Rich Cebulak, Pat Clark, Dennis Shaffer, Kris Walesa, Carolyn Koennecke, Deb Eskew, Peter Ziss, Meg Kravitz, Art Gregg and Fiedler.

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