

Get your message out there. You've worked hard on each of the components of the student project. It is time you get some recognition. As one of the requirements of participating in TFIM, we ask that you remember to seek publicity in your district newsletter, local newspaper or in other media outlets.

Sometimes that can be accomplished with a telephone call. More often, you will be asked to prepare information and submit it. How can you easily get your message out there? Write a press release. Here are some tips that can help you deliver your message clearly and effectively:

### **When Preparing a News Release:**

1. Tell the complete story. Provide all the information you can. Remember, the more details you provide, the more accurately the resulting story will reflect your project.
2. Remember to identify your project as part of the Consortium for Public Education's TFIM initiative. If there is a special partnership (a district elementary school, a local business or individual) make sure you acknowledge it in the release.
3. Explain the impact of the project.
4. Date your release and include all contact information.
5. Remember that your message may be not be delivered word for word. It always is subject to rewrite or editing.

### **Helpful Checklist of Tips:**

#### **5 Ws and an H:**

- **Who** is doing the project.
- **Why** the project is being done.
- **What** the purpose of the project is.
- **When** events of the project will take place. Make contact with the media well in advance for a better chance of same-day coverage.
- **Where** the project will take place.
- **How** the project came to be; how will it work.

#### **Things to Avoid:**

- Flowery words/phrases i.e. **“added bonus”** or **“first time ever.”**
- Get rid of the exclamation point (!) Usage of that particular punctuation will discredit your work.
- **“Buy me”** tone of press releases. These pieces of communication are not advertising vehicles.

*If you have any questions, need help in preparing your release or need names address or contacts at any of the newspapers that serve your area, contact the Consortium for Public Education at 412-678-9215.*