

## **Salt Creek PTO Press & Publicity**

There are three ways to publicize an event or activity outside of the school within the community: Elk Grove Village Electronic Sign, Channel 6 and Local Newspapers. The contacts for each option are listed below as well as guidelines for preparing a press release. All publicity information must be approved by the PTO Executive Board and the School Principal.

### **Main Contacts**

#### **Elk Grove Village Electronic Sign** (posting of 3 day minimum /7 day maximum)

The form is available at Village Hall. You must submit the paperwork at least one week prior to advertisement.

#### **Channel 6** – Website: <http://channel6.elkgrove.org>

Please provide one-week notice to display your advertisement on our local Channel 6. Email Channel 6 via the website, their direct address [channel6@elkgrove.org](mailto:channel6@elkgrove.org), or at:

Channel 6  
901 Brantwood Avenue  
EGV, IL 60007  
847-357-4260  
847-357-4263 (fax)

#### **Elk Grove Times/Pioneer Press** ([www.pioneerlocal.com](http://www.pioneerlocal.com))

Northwest Bureau – Arlington Heights Office  
291 N. Dunton Avenue  
Arlington Heights, IL  
847-797-5100  
847-797-5151 (fax)

#### **Daily Herald** ([rboykin@dailyherald.com](mailto:rboykin@dailyherald.com))

Rebecca Ames Boykin  
P.O. Box 280  
Arlington Heights, IL 60005  
847-427-4602  
847-427-1301 (fax)

### **Preparing a Press Release**

*(Guidelines provided by CCSD59)*

#### **How should a press release look?**

- Do not over use logos and/or slogans
- Use clear, concise and crisp writing. Standard font i.e. Ariel, standard size (12 point)
- For a radio announcement, use 18 point font
- The headline should be very direct and to the point. It should be written in an active vs. passive voice. i.e. FOUR COMMUNITY CAREER SERVICES HOST OPEN HOUSE

## **Salt Creek PTO Press & Publicity**

- Information should appear in order of importance (inverted pyramid style)
- All opinions should be in “quotes”. All quotes should be fully identified
- Your lead (first paragraph) is the most important element of the news release. If the editor doesn’t read your release it will not make it into the paper or magazine.
- Answer the questions – who, what, when, where, why and sometimes how.
- Be brief– shorter releases stand a better chance of being read by editors and making it into the paper or magazine.
- Keep paragraphs short.
- Include a contact name, a phone number and the date of the release.
- Always double-space a news release.
- Leave plenty of white space for editor’s notes.
- Print only on one side of the paper.
- Do not staple a news release.
- If your release is two pages or more, use your “slug” (i.e. your organization name and the notation “add one”– add one means page two, add two means page three, etc.) on the second and subsequent pages in case the pages become separated.
- Add the notation “-more-” at the bottom of the first and subsequent pages if additional pages follow. At the end of your release use the notation “-30-“ or “###” so the editor knows if the entire release has been received.
- Check and recheck for typographical, spelling and grammatical errors.