

WRITE A PRESS RELEASE

WHAT TO COVER

What – describe what you are announcing: a PSA, a bus tour, etc.

Who – include your organization and contact information

Where – include the address

When – make sure the day and date correspond and include time of day

KEEP IN MIND

- » Have a strong headline or intro that is up to four lines long
- » Include a two to three line description of the group
- » Keep it short and check facts to ensure accuracy
- » Have a few people review the press release to avoid typos, correct name spellings, and verify dates and times
- » Avoid jargon, mission statements, or long sentences
- » If your event features strong visuals, let reporters know about photo ops
- » End with “###” to let readers know the release is over

DON'T FORGET

- » Logos at the top of the page
- » “For Immediate Release” in the header
- » The date the release is being distributed
- » Contact information

WHEN TO SEND IT

- » Mail it ten days in advance
- » Fax it five days in advance
- » Make a follow-up phone call three days in advance
- » Email it the day before
- » Emailing and calling are paramount

RESOURCES

Spin project: www.spinproject.org

SAMPLE PRESS RELEASE FOR WEB-BASED (VIRAL) PSA CAMPAIGN

FOR IMMEDIATE RELEASE

Concordia Students and Actors Fight for Refugee Rights

What if you had to wait up to two years for your refugee status to be determined? For refugees coming to Canada, this is an unfortunate reality.

Montreal, March 10th, 2009 –

Refugees coming to Canada experience lengthy delays in waiting for the Canadian Government to process their claims. The new publication, Immigration and Refugee Board's Report on Plans and Priorities, 2009-2010, warns that wait times will continue to increase dramatically over the coming years. This is why actors from *Degrassi: The Next Generation*, human rights advocates, and Communication students from Concordia University have come together to create a viral video campaign to pressure Canada's Immigration Ministry to ensure that the Immigration and Refugee Board of Canada has all the resources it needs to make timely decisions.

Joining the Canadian Council for Refugees' call for sufficient appointments, *2 Years 2 Many* is a video produced to raise awareness to the general public about the challenges that Canadian refugees face. Featuring *Degrassi's* Sarah Barrable-Tishauer and Jake Goldsbie, the campaign has all the ingredients to make waves nation-wide. "It is wonderful to witness a group of 24 communication studies students taking a stand and making a contribution – it's the Concordia way," says Liz Miller, communications professor and executive producer of the project. Not only have the students heard passionate testimonies but they have also realized the impact they could have on the government's decisions.

Since 2006, the Harper government has allowed refugee judge positions to remain vacant. While the recent wave of appointments is promising, the newly published Auditor General's report makes clear the problems run deeper. A backlog of claims, combined with a politicized reappointment process affects tax payers and most importantly, affects the lives of refugees. Refugees wait lengthy periods for a hearing, resulting in uncertainty. With their lives in limbo, refugees need to know if they will be protected in Canada and if they can be reunited with family.

Visit the website www.coms.concordia.ca/video2 and help us make a difference.

For more information, contact yourname@domainname.com

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