



**Make-A-Wish Foundation® of Oregon, Inc.**

Also Serving Clark County, Washington

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## Press Release Tips

- Editors prefer one-page media alerts or press releases.
- Consider sending a media alert prior to an event and/or a press release after your event. A media alert lists the basics in an easy-to-read format, and a press release tells a story. (See media alert tips for more info.)
- Double check every fact in the release for accuracy. This is your responsibility, not the media's.
- Above the headline, give your name, school and telephone number so you can be reached easily for further information.
- Always double space the body of the release. Use an 8x11 white document. Leave margins of at least one inch on each side of the page.
- The first paragraph should list the most important information using concise language. A quote from a school representative (not the person listed as the contact on the release) should be your second or third paragraph. All of the detailed, and less important, information should follow.
- Email a specific person by name or send to the general news desk email. Most Make-A-Wish® releases go to the city editor of a newspaper or the assignment editor of a radio or TV station. (*Note: Make-A-Wish does not provide media lists to Kids For Wish Kids contacts or other external groups.*)
- Thank the reporter after you get good coverage. A follow-up telephone call or note will be remembered.
- When trying to get coverage of an event that has passed, send photographs with your release. (See photo tips for more info.)

*Share the Power of a Wish®*