

PRESS RELEASE REQUEST FORM

Primary Contact Person _____

Email _____

Secondary Contact Person (for quotes) _____

Email _____

Press Release Information

Press Release Topic _____

Date to be Released _____

Please submit request form ***no later than 2 weeks before*** requested release date.

Media Outlet Contact Person _____

Media Outlet Contact Phone _____

Media Outlet Contact Email _____

Media Outlet Contact Website _____

The 5 W's

What is the release about: (an event, and award, research findings, etc.) **THIS IS THE NEWS ITEM!**

Who are the key players: (who sponsored it, who should attend, who received the award, who conducted the research, etc.)

WHERE did/will the news item occur?

WHEN did/will the news item occur?

WHY (Quotes) Each release is unique. However, some key “news values” to address when formulating quotes include:

- **Audience** (Address what the audience wants/needs to know)
- **Impact** (Address who will be affected and how they will be affected)
- **Novelty** (Address what is interesting about the news item)
- **Conflict** (Address any controversial aspect of the news item)

Quote 1:

Quote 2:

Submit the form and all information to **Susan Carlisle** at scarlisle@martinmethodist.edu **Contact**

Information: Office in Reveille, 2nd Floor

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