CRADLE OF LIBERTY COUNCIL BOY SCOUTS OF AMERICA

TRUSTWORTHY | LOYAL | HELPFUL | FRIENDLY | COURTEOUS | KIND | OBEDIENT | CHEERFUL | THRIFTY | BRAVE

words to live by

FOR IMMEDIATE RELEASE Month, Day, Year

CONTACT: NAME TELEPHONE EMAIL

HEADING SHOULD STAND OUT (USE ALL CAPS, BOLDFACE, UNDERLINE, USE DIFFERENT FONT)

When Used, Subheadings Should Be Written in Italics, Capitalize the First Letter of Each Word

YOUR CITY, STATE* – Include as many pertinent facts as possible in the first paragraph or the lead of the news release, including who, what, where, when, why and how. Stick to the facts and establish your event/announcement as newsworthy.

Present facts in order of importance, starting with the lead paragraph. Details can be spelled out in the subsequent paragraphs, otherwise known as the body of the release. Write sentences that are short and to the point. If possible, keep the release to a single page.

Include some direct quotations from spokesperson, when possible.

While writing the news release, think about what questions a news reporter might pose concerning the information, and attempt to answer them in the release.

To indicate that there is more information on a second page of a news release, type "-more-" at the bottom of the first page (see below.) Always type "Page 2," "Page 3," etc. at the top of the next page. To indicate closure of the document, type "###."

How to Write a News Release/page 2

Before releasing the document, obtain approval of the release from each person quoted. Also be certain that all names in the release are spelled correctly and that all titles and addresses are accurate. It is vital to check all facts and figures for accuracy before submission.

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Editor's note: Use an Editor's note to bring special attention to important information. For example, "photo available upon request"

Please use the below boiler plate language about the COLBSA at the end of every issued release.

ABOUT THE COLBSA: The Cradle of Liberty Council Boy Scouts of America (COLBSA) serves Philadelphia, Delaware, and Montgomery Counties, providing programs for more than 17,000 youth in over 500 units. In the City of Philadelphia, the Council serves nearly 5,000 youth through its traditional and outreach programs. Additionally, through the Exploring and Learning for Life programs, young men and women are provided with internships and exposed to work based opportunities to help them better prepare for college and become a successful member of the work force. For more information visit: www.colbsa.org or to join scouting programs in your area visit www.beascout.org