

Sherwood High School - Press Release Worksheet

To maximize visibility for SHS events in the community, we have developed this list of questions to answer when submitting a topic for a press release. These questions anticipate what the local media might ask as they read the release and your answers will help make the announcement as strong as possible. ***Please email or return this form to Daric Jackson. We ask that you return this form at least 4 weeks in advance of the event you wish to publicize.*** Thank you for your input!

Completed by: _____ Date: _____

Sponsoring club/organization: _____

Phone number or email address: _____

Please include key information for any event, activity, achievement, and/or competition.

What is the event?	
When is the event (date and time)?	
Where is the event?	
What is the purpose of the event? Provide a brief overview. If a fund-raiser, who will benefit?	
Did the sponsoring group work with any other groups? Local businesses, for example.	
Is there a fee for the community to attend the event? If so, what is it?	
Who are the students/staff members involved in this event?	
Are there any nonmonetary special requirements/ suggestions for attendees of the event? (Donate canned food, for example).	
Spokesperson for the event to provide a quote (if appropriate). Who are the contacts for more information (email and phone number)?	

Optional information

How large is the group of students involved?	
Describe the planning, implementation and follow-up necessary for this event.	
What is the history of this event? Is this the first time for this event or is this a tradition?	
What is interesting about the beneficiary of the event or the event itself? (If it's a fundraiser for a certain disease, for example, provide some key information about the disease, such as percent of people it affects).	
Is there any other pertinent information that you would like to include?	