**PRESS RELEASE TIPS**

Be sure to include — Who, What, Where, When, Why

### Some basics
- Compile a list of local media such as newspapers, radio, TV stations and internet sites.
- Get email addresses and phone numbers, along with names of contacts.

### Build relationships
- Call area media outlets.
- Get the name of the person who handles community events and arrange a meeting or send an email.
- Ask how they’d like to receive things.
- Find out when their deadlines are.

### A press release can be as basic as ...

**Who:** Lodge 1234

**What:** Scholarship presentation for five local high school seniors. Scholarships totaling $8,000 were awarded to seniors at Lincoln High School.

**Where:** Moose Lodge 1234 (provide the address and also directions if needed.)

**When:** Tuesday, Feb. 2, 2021, 4 p.m. - 7 p.m.

**Why:** The Moose is dedicated to community service as one of its core missions.

### Before an event
- At least two weeks prior to the event, type a press release inviting the press to attend.
- Send release to local newspaper, radio, internet sites and television stations.
- Follow up with a phone call.
  *Be sure to include your contact info.*

### Promote on social media
- If you have a Facebook, Instagram or Twitter account, include a posting about the event.

### After an event
- Write a release summarizing the event.
- Attach photos; make them jpeg format, 4x6 and 300 dpi.
- Try to capture action with your photos.
- If someone in the lodge has a professional camera, ask them to take photos.
- If you use a cellphone, make sure it takes good photos. The press will not run a blurry photo.
- List names left-to-right with correct spellings of names and titles of everyone in the photo.
- If press attended, email a thank you.
- Post photos taken at event to social media.
- Post links of coverage to social media.

Add editorial@mooseintl.org as a place to send photos and information after events happen.
Muskego, WI Lodge 1057 held drive-thru fish fry dinners with curb-side pick-up throughout the pandemic shutdown.

In May, 150 Moose Riders participated in the annual Blessing of the Bikes ceremony and ride at Mooseheart.

In January 2021, the annual Moose International Texas Hold’Em tournament was held at the Golden Nugget in Las Vegas. Kody Stewart of Rapid City, SD Lodge 1137 was crowned champion and walked away with the top prize of $15,000.

Over 20,000 visitors flocked to the annual Holiday Lights Show at Mooseheart. All proceeds collected benefit the students at Mooseheart Child City and School.