

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.

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Sample photos and captions



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



***Muskego, WI Lodge 1057** held drive-thru fish fry dinners with curbside pick-up throughout the pandemic shutdown.*



*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.