

## A few notes regarding press releases...

This sample was written in Microsoft Word (Apple/Mac user might use Pages), then copied and pasted into an email. **If there's a trick, it is to make it easy for the reporter/editor to use your material.** If you write well and follow APA Guidelines, your release may get printed as submitted!

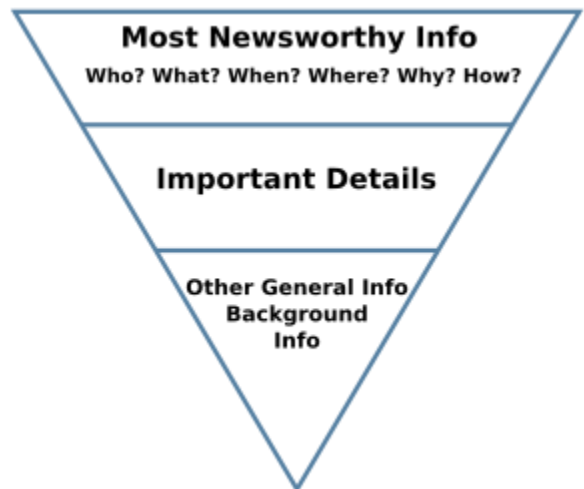
The inverted pyramid is used as a metaphor to show how the most substantial information always comes first in a story. This approach allows the reader to stop reading at just about any point in the story and still understand it. The approach also gives rise to the phrase "cut from the bottom." Editors who need to save space will most often start from the end of the article and work backward.

The lead must capture the interest of the reader quickly. It tells the reader what the article is about in a short, exciting and informative way. You hook the reader by including the most important or most exciting information in the first sentence and try to the five w's in the first paragraph or two.

In this sample, you'll notice that details such as dates and times of the actual Dictionary Days are omitted. This is intentional because these presentations are going to be held in a classroom and will not be considered a public event. The point of the release is to let people know what the Grange is doing and why it is worthy of support.

The term "nutgraph" is a contraction of the two words "nutshell paragraph." The nutgraph answers the questions "What is the point?" and "Why am I reading this?" The nutgraph typically appears three or four paragraphs into the article to keep the reader's interest.

Quotations can add vitality to a story. The writer outlines the main points while the quotes allow others to "talk" to the reader. A direct quote will always appear inside quotation marks and must be the source's exact words. (Walter said, "I'm happy to be here.") Indirect quotes do not require quotation marks but must accurately convey the meaning of the speaker. (Walter said he was happy to be present.)



*I keep six honest serving-men  
(They taught me all I knew);  
Their names are What and Why and When  
And How and Where and Who.*

## PRESS RELEASE

For immediate release

Note that you can send releases in advance of when you want them published.

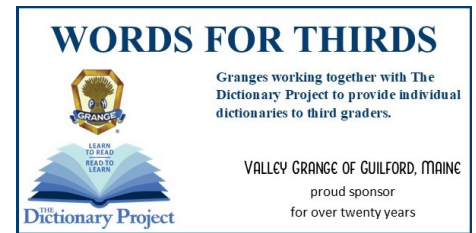
Media Contacts:

[Walter Boomsma](#),  
Program Director Valley Grange  
Cell: 207 343-1842

Make it easy to contact the right person. If it's one school, consider listing someone from it.

Resources:

Valley Grange Website: <http://ValleyGrange.com/>  
Dictionary Project Website: <http://dictionaryproject.org>



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### Valley Grange and Local Schools Celebrate Dictionary Day

Include the town where the event is based.

Guilford--A team of Valley Granger members led by Walter Boomsma is delivering nearly 250 dictionaries to local area schools during the next several weeks. "We have a lot to celebrate," he noted, "Third graders in the area are celebrating tools, words, and the importance of learning and getting their own dictionary to keep."

The Grange began its "Words for Thirds" Program in 2004 by giving a dictionary to every third grader at the then-Guilford Primary School. Over the years, the program has expanded to include Piscataquis Community, SeDoMoCha, Brownville, Harmony, and Ridgeview Elementary Schools. Boomsma estimates the Grange has distributed nearly 4,000 dictionaries since. "But it's really not about the numbers. One kid, one dictionary. The stories are many, but each one is personal. A dictionary can make a big difference in a child's life."

Grangers visit schools to make the gift personal and emphasize the importance of people helping each other. Jim Annis, president of the local Grange, rarely misses a presentation. "I love how excited the kids get. These dictionaries are truly empowering, and the program has become a rite of passage. We're glad we can continue the tradition."

Boomsma noted that these sorts of connections and cooperation within the community are exactly what the Grange hopes to facilitate. "We're all about building strong kids and communities," he said. "We're also looking for people who share that passion, whether it's working with the schools and children or seniors or other community organizations." He cites the Grange's Blistered Finger Knitters as an example. "As a result of their efforts, we distribute some knitted hats and mittens along with the dictionaries. These are usually given to the school nurse for kids needing little help staying warm."

"The kids get excited about the books, but I think for most it's about more than just getting a dictionary. It's also about seeing that organizations and individuals in the community care for each of them and want them to succeed."

The Dictionary Project is based in North Carolina, making low-cost dictionaries available to organizations like the Grange to aid third-grade teachers in their goal to see all their students leave at the end of the year as good writers, active readers, and creative thinkers. Extra dictionaries are always available for new or home-schooled students or students transferring in during the school year. Parents of home-schooled third graders are urged to call their local school for additional information. For information about the Grange and its many opportunities, call Walter Boomsma at 343-1842 or Mary Annis at 564-0820 or visit the Valley Grange Website (<http://valleygrange.com>) or Facebook Page.

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