



News Release Request Form

**Primary Contact Person
Name***

First

Last

Email*

**Secondary Contact Person (for quotes)
Name**

First

Last

Email

News Release Information

News Release Topic:

Date to be Released:

Please submit request form no later than 2 weeks before requested release date.

Suggested Media Outlets:

Local:

State:

National:

Website / Pages:

Social media:

Others (Trade publications, Corporate newsletters, etc):

The 5 W's

WHAT is the release about: (an event, and award, research findings, etc.) THIS IS THE NEWS ITEM!

WHO are the key players: (who sponsored it, who should attend , who received the award, who conducted the research, etc., include company or organization affiliations as applicable.)

WHERE did/will the news item occur:

WHEN did/will the news item occur:

WHY (QUOTES)

Each release is unique. However, some key “news values” to address when formulating quotes include:

- Audience (Address what the audience wants/needs to know)
- Impact (Address who will be affected and how they will be affected)
- Novelty (Address what is interesting about the news item)
- Conflict (Address any controversial aspect of the news item)

Quote 1:

Quote 2:

If this news item occurred in the past and photos are available please provide name of photographer and their email or phone number:

If this news item will occur in the future, is someone available to take photos? Please provide details and contact information:

Biographical Information

If the press release is about an award or honor, please write a short biographical paragraph about yourself, including educational information, other honors and awards received, hometown, parent(s) name(s), etc.

Additional Information

Please add any additional information (URLs to Web sites about the news item, agendas, speaker bios, related press releases, etc.

Photos (optional, but preferred)

Please upload a headshot of yourself. If the photo is about an individual, please do not submit a group photo.

Submit this form with any attachments to lori@ocapa.net. Questions: Call 503-588-2430. www.ocapa.net.