

# Marketing and Public Relations

## How to Do Your Own News Release — For Rogue Community College staff

Want to get your news or success story out to the media? Complete the form below and send it by e-mail to Marketing & Community Relations. We will edit and distribute your news to print and broadcast media throughout the Rogue Valley. We also can provide additional publicity services and counsel.

Steps in creating a news release:

1. Review the RCC administrative procedure for Public/Media Relations (AP-046) at: [www.roguecc.edu/GIAP](http://www.roguecc.edu/GIAP)
2. See news release examples at: [www.roguecc.edu/CommRel/psa.asp](http://www.roguecc.edu/CommRel/psa.asp)
3. Complete and submit the form below:

### News from Rogue Community College

Date:

Suggested headline:

Story information:

Contact information:

- Name:
- Campus extension:
- Off-campus phone number:
- E-mail address:
- Web address:

Tips

- Your purpose is to interest reporters, editors or producers in doing a story.
- Write a one-line headline. Grab attention. Identify the topic.
- Be concise. Try not to exceed one page.
- State what's first, best, most, only, or new.
- State who, what, when, why, where and how, if relevant, in order of importance to your intended audience. Specify which campus, building and room if location is important; and weekday, month, date, and hours if time is important. Current year is assumed and doesn't need to be stated.
- If you want the public to call, include a name and number in the text.
- Double-check grammar, spelling (especially people's names) and punctuation.
- After the release is sent, you can call media and ask if they're interested or need more information, but never insist on coverage; it's their option.

Questions?

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