

Sexual Assault Awareness Month

TIPS FOR WRITING A NEWS RELEASE

Here is a brief guide to help you write a news release.
A sample appears on the next page.

FOR IMMEDIATE RELEASE

(Today's Date)

CONTACT: (Name)

(Agency)

(Phone Number)

HEADLINE

(Keep it short. Use all capital letters.)

- 1st Paragraph: **[City, State]** - Briefly explain: Who? What? When?
- 2nd Paragraph: Why is this event/issue newsworthy?
- 3rd Paragraph: Quote from an expert that emphasizes the event's significance.
- 4th Paragraph: More details on where and when the event is happening.
- 5th + Paragraphs: Other pertinent details
- Final Paragraph: One-sentence description of the organization(s) involved in the event, and contact information.

MORE

(if there are additional pages)

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(to indicate the end of the news release)

Adapted from
News for a Change: An Advocate's Guide to Working with the Media (1999)
L. Wallack, K. Woodruff, L. Dorfman, & I. Diaz

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SAMPLE NEWS RELEASE

Reprinted from the NCASA Sexual Assault Awareness Month Packet (1999)

(Note: News releases are sent to print media on official agency letterhead.)

FOR IMMEDIATE RELEASE
[DATE]

CONTACT: [Your Name]
[TITLE]
[PHONE NUMBER]

SEXUAL ASSAULT AWARENESS MONTH OBSERVED

City, State – [GOVERNOR/MAYOR’S NAME] has declared April as Sexual Assault Awareness Month in [STATE/CITY]. During this month, [AGENCY NAME] will be joining with people throughout the state and the nation to focus the public’s attention on this important issue.

Sexual violence is a crime of epidemic proportions. It affects everyone. The FBI estimates that one in three women and one in ten men will be raped in their lifetimes. Of these assaults, at least 80% are committed by someone the victim/survivor knows. In [CITY/STATE] alone, there were over [NUMBER] of sexual assaults reported to law enforcement in [RECENT YEAR]. At [AGENCY NAME], [NUMBER] of victims/survivors and their friends or family received crisis intervention and support services during that same year.

Local activities to raise awareness of sexual violence include [LIST ACTIVITIES WITH A BRIEF EXPLANATION OF EACH ACTIVITY, INCLUDING ANY PERTINENT DATES, LOCATIONS, AND TIMES].

For more information on Sexual Assault Awareness Month, contact [AGENCY NAME] at [TELEPHONE NUMBER] between [BUSINESS HOURS]. If you or someone you know has been sexually assaulted, confidential help is available 24-hours a day, seven days a week at [CRISIS HOTLINE NUMBER].

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