

TJC Press Release Request Form

Please submit this form **no later than two weeks before** the requested release date.

Date submitted: _____

Person submitting request

First and last name: _____

Department: _____

Office phone number: _____ Cell phone number: _____

E-mail address: _____

Press Release Information

Press release topic: _____

Date to be released: _____

The 5 W's

WHAT is the release about (an event, award, etc.): _____

WHO are the key players (who sponsored it, should attend, received the award, and if the release includes the names of students, provide a list with their first and last names and their hometowns) _____

WHEN did/will the news item occur: _____

WHERE did/will the news item occur: _____

WHY (QUOTES)

Each release is unique; however, some key news values to address when formulating quotes include:

Audience (What the audience wants or needs to know); Impact (Who will be affected and how they will be affected);

Novelty (What is interesting about the news item)

Quote 1: _____

Quote 2: _____

Biographical or any additional information

If the release is about an award or honor, please write a brief biographical paragraph about yourself, including educational information, other honors received, hometown, educational background.

Please indicate if it is OK to have media contact you directly:

Yes No

Please submit this completed form to Elise Mullinix (emul2@tjc.edu) or Fred Peters (fpet@tjc.edu) in TJC Marketing and Public Affairs.