CSU Pueblo Press Release Submission Form

Purpose of This Form

The goal of a press release is to generate media coverage and public interest in the subject matter presented. These communications are sent to journalists, editors, bloggers, and other media members who may find the information relevant to their audience. A well-crafted press release can serve as an effective tool to build brand awareness, shape public perception, and secure media coverage, contributing to an organization's overall communication strategy.

Please fill out the following form as completely as possible to ensure we have all the necessary information to create an impactful press release.

1. Headline:

(Provide a concise, attention-grabbing headline for your press release)

2. Summary:

(Offer a brief, impactful summary that puts the headline in context and presents the key points upfront. This helps busy journalists quickly determine if the news release is relevant to them.)

3. The Five W's:

- Who is this story about?

- What is happening?

- Where is it taking place?

- When will it occur?

- Why is it important?

4. How:

(Explain how this event, announcement, or news item is happening or will be implemented)

5. Quotes:

(Provide at least one, preferably three, quotes from sources connected with the event or announcement. Include the full name and title of each person quoted.)

- Quote 1:

- Quote 2:

- Quote 3:

6. Additional Details:

(Provide any other relevant information that adds depth to your story)

7. Visuals:

- Logo: (If available, please attach or provide a link to your organization's logo)

- Photos: (Attach or provide links to high-quality photos of primary people or past events related to this news item)

- Other visuals: (Include any relevant infographics, videos, or other visual materials)

8. Keywords

(List 3-5 relevant keywords for your press release)

9. Hyperlinks:

(Provide any relevant links to add credibility to your claims or offer additional information)

10. Contact Information:

- Name:

- Title:

- Email:

- Phone:

11. Additional Notes:

(Any other information you think might be helpful for crafting the press release)

Reminders for a Strong Press Release:

- Focus on a clear angle that's fresh and relevant to multiple audiences.

- Include the five W's and one H in the first paragraph.

- Use relevant keywords, but don't overdo it.

- Stay factual and avoid sales language.

- Keep it concise - aim for one page.

Thank you for providing this information. Our team will use it to craft a compelling press release for your event or announcement.