

Writing a Press Release



a program of the Jane Goodall Institute

Local media can help the Roots & Shoots network grow by raising community awareness and support. A great way to inform local media about your events or projects is to submit a press release.

A press release is essentially a pared down news story, written in third person that seeks to demonstrate to an editor or reporter the newsworthiness of your group or a particular event, service or product with which your group is involved.

There are six basic elements that every press release should have in terms of content and how it appears:

1. **FOR IMMEDIATE RELEASE:** These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.
2. **Contact Information:** List the date you submit the press release, group leader or point person, telephone, email address, release date, event title, city and state/province.
3. **Headline:** Skip two lines after your contact information and use a boldfaced type.
4. **Dateline:** This should be the city from which your press release is issued.
5. **Lead Paragraph:** The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where, why). Remember, editors receive many press releases in a day, and you want yours to stand out and be to the point.
6. **Text:** The main body of the press release is where your message should fully develop. Don't go overboard though. Try to keep press releases to one page.

Your group can help spread Roots & Shoots by submitting a press release to your local media. In order to ensure that Roots & Shoots retains its identity around the world, it is essential that all groups use the correct logo and wording when publicizing the program. The following items should be included in any press release covering your Roots & Shoots group:

- Name of your Roots & Shoots group and, if applicable, its affiliation (e.g. your school or community group)

- Details of your Roots & Shoots project or event
- Name and contact information of the Roots & Shoots group leader(s) (for event details, tickets, etc.)
- Short description of the Roots & Shoots program, including its connection with the Jane Goodall Institute

Founded in 1991 by Dr. Jane Goodall and a group of Tanzanian students, the Roots & Shoots program empowers youth to design and implement community-based service projects to create lasting, positive change for people, animals and the environment. With nearly 100,000 individuals in more than 100 countries, the Roots & Shoots network branches out across the globe, connecting young people of all ages who share a common desire to make the world a better place.

- Official website for the Roots & Shoots program:
www.rootsandshoots.org, or JGI-Canada, for Canadian members:
www.janegoodall.ca

Use the sample press release on the next page to help guide you in formatting your own press release.



FOR IMMEDIATE RELEASE

<date>

Contact:

<name>

<phone>

<email>

<city, state>

Roots & Shoots Group Plant Trees for Dr. Jane Goodall's Birthday

ARLINGTON, VA—JGI-Arlington Roots & Shoots group will plant trees in celebration of Dr. Jane Goodall's birthday on April 3, 2007. The festivities will be at 11 a.m. in The Nature Conservancy's Native Garden just behind The Nature Conservancy building at 4245 N. Fairfax Dr., Arlington, VA, 22203.

Dr. Jane is a UN Messenger of Peace and primatologist, and is probably best-known for her study of chimpanzee social and family life in Gombe Stream National Park for 45 years, and for founding the Jane Goodall Institute.

The tree-planting will kick off the newest Roots & Shoots National Youth Leadership Council Campaign—ReBirth the Earth: Trees for Tomorrow. This campaign will help Roots & Shoots members in Tanzania start five new tree nurseries while encouraging groups in the U.S. and other countries to take action by planting native trees in their own communities. Groups in the U.S. will seek sponsorships for every tree they plant. This sponsorship money will support the establishment of Roots & Shoots tree nurseries in Tanzania and other tree planting efforts in the U.S. To learn more about ReBirth the Earth, visit <http://www.rootsandshoots.org/campaigns/trees>.

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