

## DELTA KAPPA GAMMA PRESS RELEASE CHECKLIST

1. Plan to submit the release three weeks before the event and/or immediately following the event. Be sure to check with your contact regarding a preferred deadline.



2. Who is sending the release? Write the full name of DKG (The Delta Kappa Gamma Society International) or use the DKG logo. In the upper left-hand corner write "PRESS RELEASE"; in the upper right "FOR IMMEDIATE RELEASE ". Below this, indicate "CONTACT": Name, Address, Email Address, and Phone Number.

3. Your Article

Title: To create a title for an article that describes a Chapter event or member use a noun, present tense verb, and all capitals.

Style: Write in the "pyramid style". The first paragraph provides the most important information, the "5W's (who, what, where, why or how). The basic tone should be understated, using no, or very few, adjectives. Write in capital letters the name of the city where the event is taking place.

Format: Double-space the text. Use only one side of the page.

Length: Include all information on one page. If it is longer, type the word "MORE" at the bottom of the page. Include the headline of the release, and number each additional page. Indicate the end of your release with "###."

Date: Place the date of your submission at the lower left-hand corner.

4. Before sending the release, re-read it for clarity, content, and accuracy of all information. Spell check. Ask others to proof read closely to catch all errors.

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