

Upcoming Event to Publicize

Give us information and we will edit your news release and send it to the appropriate media.

Please note: Timeliness and/ or news worthiness are crucial to attract media coverage, so a release should be for a future or recent occurrence. The public affairs staff also will evaluate each submission for news worthiness.

1. Suggested title for press release:

2. Contact Information: (person to contact for questions or arrangements)

a) Name: _____

b) Number: _____ c) Fax: _____

d) Email: _____

3. Tell us about the event:

a) Sponsor: What is the full, formal name of the sponsor of the event?

b) Event name: What is the full, formal name of the event?

c) Date: What is the date of the event? (Format - month/date/year)

d) Time: What is the time and duration of the event?

e) Where: Where specifically will the event be held? (Please use full address and full, formal business names)

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- f) What kind: What is the nature of the event? Is it a speech, a performance, etc.?

- g) How many: How many people are expected at the event?

- h) Public: Is the public invited to attend?

- i) Cost: What is the cost to attend? Is it a free event?

- j) Describe the event:

In 250 words or less describe the nature and intended audience of the event and/or any special features (e.g., information about keynote speakers or unusual demonstrations, etc.)

- k) Describe the significance of the event:

In 250 words or less tell why the event might be important or of interest to those attending.

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4. Specific publications? (Optional)

News releases are routinely sent locally to general media organizations. Let us know if you would like the release to be sent to additional Hometown publications outside of the V.I.

Publication name 1:

Street Address: (Include city, state, zip)

City, State, Zip:

Fax: _____ Email: _____

Publication name 2:

Street Address: (Include city, state, zip)

City, State, Zip:

Fax: _____ Email: _____

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5. Please print a copy for your record.

6. Send your information for press release

Questions? Contact Master Sergeant Karen D. Williams, State Public Affairs Officer at:

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Cell: 340-332-5541

Fax: 340-712-7796

Email: karen.williams1@us.army.mil

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