

County of Elgin

Section: **2**

Human Resources Policy Manual

Subject: **News Releases/Media Advisories**

Code - **A**

Policy Number: **2.150**

Date Approved: **July 14/09**

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Date Last Revision:

**PURPOSE:** To ensure the County of Elgin exercises an effective news release strategy to gain maximum coverage in the media. This policy also ensures continuity in County messaging through news release and media advisory templates.

**POLICY STATEMENT:** Most proactive media contact is initiated through each department. This includes news releases and media advisories and personal contacts with reporters and editors for coverage. Departments seeking publicity for events of activities should always notify Administrative Services of their intent to send out a news release or media advisory beforehand (*please refer to the Communications Policy for further discussion on notification protocol*).

**PROCEDURE:** All news releases and/or media advisories must be approved prior to distribution by the Chief Administrative Officer (CAO) or in his absence the Departmental Director.

Distribution of the news release/media advisory is upon the discretion of the Departmental Director. Administrative Services can distribute news releases/media advisories upon request.

\*Once news releases/media advisories have been distributed to the media they will be posted to the County of Elgin website ([www.elgin-county.on.ca](http://www.elgin-county.on.ca)) as soon as possible to allow for quick and immediate access to the information.

The Standard News Release (Schedule "A") Template will be used for the issuance of all news releases.

The Standard Media Advisory (Schedule "B") Template will be used for the issuance of all media advisories.

**ATTACHMENTS:** Standard News Release Template (Schedule "A")  
Standard Media Advisory Template (Schedule B)



Date

For immediate release

**Main Title**  
**Sub Title**

**Location (i.e Central Elgin, ON)** – You need to capture your reader; a journalist who reads 15 – 20 news releases a day with your opening line. Make it catchy and stand out. Make the journalist WANT to read more. Answer the basics in the first paragraph, who, what, when and where the paragraph being only 3 – 5 sentences long.

The second paragraph flushes out the details of the who, what, when and where and you can now go ahead and answer why. Keep the paragraph brief still only 5-7 sentences that are short and crisp. Keep the reader interested by giving them more details from the first paragraph. Keep in the back of your mind a triangle. With a little point at the top with brief information and filling out more as you move down.

The third paragraph will often contain quotes from the parties involved. Make sure to use clear, concise language. Most newspapers write to a grade 3 – 5 reading level so do NOT use big complex words in your news release. This third paragraph can also be used to go into background information on your topic.

Your fourth and/or fifth paragraphs can be used for additional background information and then used to wrap up your press release. Have a definite close to the release wrapping up all of the information provided.

**-30-**

For further information contact:

Name  
Title  
Address  
Phone  
Cell  
Email

**County of Elgin**  
450 Sunset Drive  
St. Thomas, Ontario  
N5R 5V1 Canada  
Phone: 519-631-1460  
[www.elgin-county.on.ca](http://www.elgin-county.on.ca)



## Media Advisory

**Location** – The County of Elgin is pleased to announce (brief description of event taking place)

Describe who will be in attendance (i.e. Warden, Councillors, CAO, other dignitaries etc.)

What:

When:

Time:

Where:

(State here if photo opportunities will be available and if at a specific time)

**-30-**

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