

## **INSTRUCTIONS FOR A NEWS RELEASE**

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Communities like to hear about young people doing great things. You can gain recognition for yourself, your school, the National Association of Student Councils, and/or the National Honor Society/National Junior Honor Society by distributing this news release to the press in your community.

### **Here are some helpful hints for distributing a press release:**

- The release should be typed on a white sheet of paper using the format on the following page and replacing all underlined words with the appropriate information.
- Make a list of all the media outlets in and around your city. You can use the telephone book or go on the Legislative Action Center page of the National Association of Secondary School Principals (NASSP) website (<http://www.principals.org/plac>). From there, go to the “Media Center” and enter your zip code. This will pull up your local media with phone numbers, email addresses, and mailing addresses.
- Copies should be sent to the newspapers and radio and television stations in your community. (Hand-delivered copies could provide the opportunity for a reporter to talk with you about student activities and timely education issues for a more detailed story.)
- When mailing or emailing a press release it is always a good idea to call and follow up with the reporter to make sure that they received your release.
- If more than one person is going to the conference from your school, coordinate your efforts and write one news release as a team.

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**\*\*\*SAMPLE NEWS RELEASE\*\*\***

For Further Information Contact: Your Name

Phone Number

Date

**FOR IMMEDIATE RELEASE**

**LOCAL STUDENT TO ATTEND NATIONAL LEADERSHIP CONFERENCE**

(City, State) – Your Full Name, an ambitious Year in School at School in City is one of 800 student leaders scheduled to attend the Leadership Experience and Development (LEAD) Conference held (insert conference dates), in (insert city and state). The LEAD Conference is a program of the National Association of Secondary School Principals (NASSP), which administers the National Honor Society™, the National Junior Honor Society™, and the National Association of Student Councils™.

Your Last Name will attend workshops on improving leadership skills, problem solving, project planning, fundraising, team-building, idea sharing and networking. In addition, Your Last Name will participate in special sessions presented by popular motivational speakers.

“The LEAD Conferences offer talented young people from across the country the opportunity to sharpen their leadership skills in order to make a difference in their schools and communities,” said Dr. Gerald N. Tirozzi, executive director, NASSP.

Your Last Name is the son/daughter of names. While at Name of School, he/she has been list activities involved with...

**About the LEAD Conferences**

Leadership Experience And Development (LEAD) Conferences are growing in popularity here in the U.S. and abroad. Attendance at each conference includes representation from an average of twenty-three (23) states. In recent years, the LEAD Conferences have also attracted a more global audience with student delegations coming from a variety of countries that have included Bermuda, Mexico, Taiwan, Turkey, Haiti, and Puerto Rico. The attendance by these groups has enriched the conference experience for all attendees and provided a unique, multicultural networking opportunity for student leaders who discover their similar goals to improve their schools and communities through their leadership activities.

**About NASSP**

In existence since 1916, the National Association of Secondary School Principals (NASSP) is the preeminent organization of and national voice for middle level and high school principals, assistant

principals, and aspiring school leaders from across the United States and more than 45 countries around the world. NASSP's mission is to promote excellence in school leadership. The National Honor Society ®, National Junior Honor Society ®, National Elementary Honor Society ®, and National Association of Student Councils ® are all NASSP programs.

For more information about NASSP, located in Reston, Virginia, visit [www.principals.org](http://www.principals.org) or call 703-860-0200.

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