



PRESS RELEASE TIPS

Editors prefer one-page releases.

Double-check every fact in the release for accuracy—this is your responsibility, not the media's.

Above the headline, give your name, school and telephone number so you can be reached easily for further information. Type the month, day and year following the final paragraph of the release.

Always double-space the body of the release. Use 8-inch-by-11-inch, white paper. Leave margins of at least one inch on each side of the page. Address the release envelope to a specific person, by name. Most Make-A-Wish® releases go to the city editor of a newspaper or the assignment editor of a radio or TV station.

Send the release to newspaper editors and radio/television assignment editors at the same time, and be sure it's sent early enough to ensure maximum coverage.

Thank the reporter after you get good coverage. A follow-up telephone call or note will be remembered.

PICTURES WILL HELP YOU TELL YOUR STORY

To get newspaper coverage of the event after it's over, send a photograph of the event, along with a press release, to newspaper editors. Editors prefer black-and-white, glossy photographs, either 8-inch-by-10-inch or 5-inch-by-7-inch. Most editors will not use Polaroids because they're difficult to reproduce.

Make sure all photos have captions that explain content. Individuals shown must be identified. Write the words, "Left to Right" and then list the persons pictured, in that order. If there are two or more rows, say "Top Row: Left to Right," etc. Be sure to identify both the Make-a-Wish Foundation® and your school. Put the news release and caption material on school letterhead, if possible.

Never write on the back of the photograph. Use cellophane tape or rubber cement to affix a caption to the back. Attach the caption so that it falls just below the photo and can be read easily.

Never use a photograph of anyone receiving a wish through the Make-A-Wish Foundation without first getting the individual's (or his or her parent's or guardian's) permission or authorization through your local Make-A-Wish representative.

Whenever possible, send extra copies of your best photos to your Make-A-wish representative. These photos often can be used in local and national Make-A-Wish publications.

TIPS FOR TAKING PICTURES THAT COMMUNICATE

- Show the entire subject in relation to his or her surroundings.
- Shoot close-ups to show important aspects of the subject in greater detail: a face or a pair of hands doing things.
- Vary your camera angles. Don't shoot everything at eye or waist level. Get up on a chair or table and shoot down for some pictures. Shoot another from ground level looking up.
- Make use of available lighting. If you're shooting indoors, make use of the sun for side lighting and back lighting, in addition to shooting with the sun at your back. If your camera has an adjustable aperture, you'll need to go at least one F-stop lower than the light meter indicates for back-lighted pictures. Avoid flat, full-front flash lighting, which tends to produce uninteresting prints.
- Show action. Show people doing things and avoid poised shots.
- Look for human interest; show human relationship. Keep each picture simple by having a single focal point. Avoid crowding too many people into one picture.
- Don't have everyone staring directly into the camera. Use your imagination for both candid and staged photos.

SAMPLE PRESS RELEASES

Following are samples of printed press releases promoting a school's involvement with the Make-A-Wish Foundation®.

Press Release Sample No. 1

(Use this release, written on school letterhead if possible, to announce your school's sponsorship of the Kids For Wish Kids® program to help the Make-A-Wish Foundation.)

Contact:

John Smith, Guidance Counselor
Central Middle School
000 555-1212

Or:

Valeria Shuster
Marketing and Development Specialist
Make-A-Wish Foundation® of Minnesota
(763) 398-1247

For Immediate Release

Central Middle School Students Launch Kids For Wish Kids® Program
(Wayzata, Minnesota Current date)—Students and faculty at Central Middle School will participate in a local Kids for Wish Kids program to benefit the Make-a-Wish Foundation of Minnesota, Dr. John Doe, principal, announced today.

From today through Sept. 25, Central Middle School students will be raising money to help the Make-a-Wish Foundation grant wishes to children under 18 who have life-threatening illnesses.

The money will be raised through a Spirit Chain project. Students and teachers will buy links in the paper chain for \$1 each. Parents also will be asked to participate.

"We hope to sell enough links to form a chain long enough to fill one wall in the gymnasium," said 8th-grade student April Jones, coordinator for the school's Kids For Wish Kids Program.

Valeria Shuster, Marketing and Development Specialist of Make-A-Wish Foundation of Minnesota, said the Kids For Wish Kids Program provides young people with a valuable learning experience about life-threatening illnesses and how they can help make a difference.

"It helps the students learn to work together for the common good," Shuster said, "while at the same time providing a valuable opportunity for students and teachers to get to know each other better."

Since its founding in 1982, the Make-A-Wish Foundation of Minnesota has granted over 2400 wishes throughout the state of Minnesota.

mm/dd/yy



Press Release Sample No. 2

(Use this release, written on school letterhead if possible, to announce the results of your school's Kids For Wish Kids[®] Program to help the Make-A-Wish Foundation[®].)

Contact:

John Smith, Guidance Counselor
Central Middle School
000 555-1212

Or:

Valeria Shuster
Marketing and Development Specialist
Make-A-Wish Foundation[®] of Minnesota
(763) 398-1247

For Immediate Release

Central Middle School Students Raise \$10,000 for the Make-A-Wish Foundation[®] (Wayzata, Minnesota Current date)—Central Middle School's Kids For Wish Kids[®] program has raised \$10,000 to benefit the Make-A-Wish Foundation of Minnesota Dr. John Doe, principal, announced today.

"That's even more money than we'd hoped for," said April Jones, an 8th grade student who coordinated the program, "It shows our school really cares."

The money was raised in a Spirit Chain project that began Sept. 8 and ended yesterday. Students, parents and faculty members paid \$1 each for links in the paper chain, which was long enough to fill two walls in the school gymnasium.

"The students and teachers actually had fun working together, while at the same time benefiting some special kids," Said Valeria Shuster, Marketing and Development Specialist of the Make-A-Wish Foundation of Minnesota, "It was a win-win-win situation."

Shuster said the local Make-a-Wish chapter has granted wishes to twenty children with life-threatening illnesses, so far this year. The money raised by Central Middle School students likely will be enough to fulfill two additional wishes, she said.

Dr. Doe said he was proud of the effort mounted by the school's Kids For Wish Kids Program.

"Our kids are very concerned about others and they wanted to help," he said. "They thought this was the best way to do it—and they were right."

Said David Johnson, a 9th-grade student who participated in the program; "I know I'd want someone helping me if I were sick, so I was glad to help. I hope we can do this again next year."

Since its founding in 1982, the Make-A-Wish Foundation of Minnesota has granted over 2400 wishes throughout the state of Minnesota.

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