

## How to submit a press release/website article

There are wonderful things happening everyday at Goshen Schools, so let's spread the word! Press releases are sent to local newspapers and posted on the district website and social media outlets in order to highlight what's happening in our schools. Ideas for press releases include unique lesson plans, special classroom projects, awards and recognitions, volunteer efforts and community involvement – whether in the classroom or through an extra-curricular activity. Press releases can also announce an upcoming event, such as a fundraiser or concert.

If you would like to submit a press release, please consider the following:

### **PLEASE NOTE: YOU ARE NOT REQUIRED TO WRITE THE ARTICLE – JUST SEND THE INFO!**

**What to include:** The following information should be included in a press release – essentially, who, what, when, where, and why:

- WHO – Please list all the key people involved in the activity. Include first and last names and titles or roles, if applicable. Please make sure all names are spelled correctly.
- WHAT – What exactly happened that you'd like to spotlight? You can never have enough details!
- WHEN – When did the activity/event take place?
- WHERE – Where did the activity/event take place? Be specific.
- WHY – Explain the reason behind the activity/event.

**Information about photos:** Photos are always encouraged to accompany press releases. Please consider the following:

- All photos must be digital. They can be sent via an e-mail attachment or burned to a CD and sent by interoffice mail. Do not embed photos into Word documents to be sent via e-mail.
- All students must be identified by first and last name. All non-students pictured should be identified as by first and last name and title or role.
- Students who are on the district opt-out list should not be photographed. If you are unsure if a student is on the opt-out list, contact Public Information Specialist Christina Gore.
- Photos for website photo galleries work best if they are in landscape (horizontal) rather than portrait (vertical).
- Be sure that photos are of good quality – they should be clear and not grainy, and people should be recognizable. Please send photos untouched.
- Be sure that your photos have a purpose – do they help tell the story?

**Who to contact:** Information for press releases can be emailed to Public Information Specialist Christina Gore at [cgore@gcsny.org](mailto:cgore@gcsny.org) or you can share information via telephone at X 6765. Photos should be e-mailed as separate attachments to [cgore@gcsny.org](mailto:cgore@gcsny.org) or burned to a CD and sent via interoffice mail to Christina Gore at Main Street.

**Don't forget!** You can request that the public information specialist attend your event to take photos and gather information for a press release. Submit your request via email at [cgore@gcsny.org](mailto:cgore@gcsny.org) or call X 6765.