



2019 Court Reporting & Captioning Week

February 9-16

Instructions for completing press release templates

1. Please review the template carefully, and fill in your specific information where the (parenthesis) indicate customization is required.
2. Email completed press releases to aroketenetz@ncra.org. The public relations team at NCRA will gladly distribute it to the media specific to your geographic area at no charge.
3. Feel free to include the names of specific media outlets in your area that you would like your press release to be distributed to.

Photo instructions:

The media loves photos, and including a photo with a press release increases the likelihood of the release appearing in media outlets compare to those sent without a photo. Below are some tips for ensuring high-quality headshots the media will love.

Do

- ✓ Dress in professional attire
- ✓ Make sure the photo is of the highest resolution possible to ensure clear reproduction when printed
- ✓ Stand before a neutral background with proper lighting
- ✓ Consider a professional headshot

Don't

- Crop or cutout photos from a group photo; they do not reproduce well and will appear grainy and unclear
- Wear hats and/or sunglasses
- Wear stripes, polka dots, or plaids as these patterns result in poor quality photos when reproduced
- No selfies
- No bad lighting