



### **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](mailto: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 oftentimes including a photo with a press release will lead to the release appearing in media outlets more frequently than those without. 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