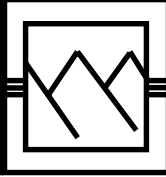


# CPC



is a nonprofit organization supporting grassroots efforts in Western North Carolina through four programs:

- ◆ **GRASSROOTS ORGANIZING**
- ◆ **CAPACITY BUILDING**
- ◆ **BUILDING NETWORKS**
- ◆ **GRANTMAKING**

This brochure is a publication of our Capacity Building Program, which helps grassroots groups become stronger through leadership training and organizational development. For more information, or to discuss a training, contact Paul Castelloe or Craig White at:

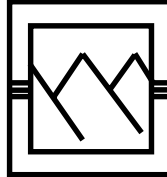
Center for Participatory Change  
PO Box 9238  
Asheville NC 28815

Phone: 828-299-9437

Fax: 828-299-9150

Email: [info@cpcwnc.org](mailto:info@cpcwnc.org)

[www.cpcwnc.org](http://www.cpcwnc.org)



## CENTER FOR PARTICIPATORY CHANGE



## Writing a Press Release

### CAPACITY BUILDING PROGRAM



## Make the press your partner

**Working with the press** to get information about your organization and your activities in the news helps:

- Spread the word
- Build community support
- Increase your membership
- Raise money
- Bring people out to meetings and events

**A press release** is a short document that provides information about your organization's events and activities to a newspaper, magazine, TV or radio station.

The news agency may use the information in a story, they might contact you for an interview, or they may not use it at all. Sometimes, if the press release is well written, it might get printed with only minor changes.

**Build relationships with reporters and editors.** You're doing the news agency a service when you provide clear, organized information about community news. They do

you an important service by helping you spread the word. Be sure to thank them every time you get good press.



**Keep a press file** with copies of every published article about your organization. These can be included in handouts at public events, added to grant proposals, and used in almost any form of outreach.