

YOUR FAMILY. YOUR FRIENDS. YOUR NEWS.

Illinois Valley News

Want publicity?

Send us a press release about your fundraiser or special event!

HOW TO WRITE A PRESS RELEASE

- Be creative - think of a headline to catch the readers attention.
- The lead sentence should attract the reader to find out more.
- Use the inverted pyramid style and give the most important information at the beginning. Answer the five W's: what, when, where, why and who cares...
- Think of some interesting facts or program plans to add interest.
- Add some quotes for validity like this: "The Illinois Valley News was first published in 1937," said editor Laura Mancuso.
- Don't forget your contact information - Name, address, phone, email or website.
- Remember, 350 - 500 words is plenty, more than 500 words is too long. "Just the facts ma'am."



Press Releases to the Illinois Valley News can be submitted to laura@theivnews.com. Info: 541-592-2541.

For Wednesday publication, please submit no later than Monday before noon. Fridays are best!

Please type name of event or organization and PR in subject line of the email.