

# *Let Your Fingers Do the Talking:*

## **Writing Effective News Releases**

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**National Fuel Funds Network**

**21st Annual National Low Income Energy Conference**  
**Nashville, Tennessee**



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## **Writing Effective News Releases**

### Writing Exercise One

Prepare a news release for assignment editors in your local media about a three-day conference on low-income energy issues. The release should be designed to generate coverage of the coverage of the conference.

The conference will be held at the Nashville Airport Marriott Hotel on June 5-7, and more than 500 people are expected to attend. The conference will feature more than 40 workshops on a variety of issues and topics dealing with the energy problems of low-income households.

Featured speakers at the conference include Jean Ann Fox of the Consumer Federation of America and John S. Young of American Water. Please feel free to use your conference program for additional information for your release.

Make sure to list yourself as the contact person.



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### Writing Exercise Two

Prepare a news release for your local media about a new member of your organization or agency.

The new staff member, Samantha Brown, will take over as the organization's director of community relations and outreach beginning June 11.

Ms. Brown, 35, has 10 years experience in the community relations field and most recently worked in the community outreach office of the Boys and Girls Clubs. She is a graduate of Iowa State University and holds a master's degree in sociology.

She is a native of Santa Barbara, CA, and is married with two children.



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### Writing Exercise Three

Prepare a news release for your local media marking the 20th anniversary of your organization.

Details events planned for the occasion as well as the significant accomplishments of your organization.