**Guidelines for News Releases and Sample Forms and Letters**

Visibility of the Virginia Allan Young Careerist Program in the community and state mutually benefits Local Organizations, BPW/VT and the YC Representatives. News releases should be sent at both the Local and State Organization levels of the YC Program announcing the events themselves and, then, the selection of the YC Representative.

Sample news releases are included hereafter. Alter and adapt them to fit the needs of your Local Organization or BPW/VT. Some other tips to keep in mind when preparing news releases are as follows:

* Releases should be double-spaced and typed only on one side of an 8-1/2 by 11-inch piece of paper.
* Be sure to include a contact person's name and telephone/fax number in the upper right- hand corner. Also include a release date.
* Both first and last names should be used in first reference to a person. After that, only last names should be used. Do not use Miss, Mrs., or Ms. with names.
* Include a black-and-white glossy photo of the YC Representative, if available. If a photo is not available, ask the local newspaper if it would like you to make arrangements for the YC Representative to go to the paper and have a photo taken.
* Information must be provided immediately, as local media are more apt to use timely and properly formatted information.
* Releases may be faxed, mailed, e-mailed, or delivered in person, depending on your relationship with your local media representatives.
* Release information to local and area newspapers and radio and television stations, where appropriate.
* Releases should be sent to the YC Representative’s hometown media outlets. Every young woman or man who participates in the Young Careerist Program is a winner and should be publicized. Additional visibility for BPW and the Young Careerist Program is also gained.
* Releases should end with “###.”