

PRESS RELEASE GUIDELINES

TWU encourages you to submit your Who's Who recognition to your hometown newspaper or those of your parents/grandparents! Here are some helpful tips to allow you to receive the recognition you deserve!

1. Download the TWU Who's Who Press Release Template from www.twu.edu/alumni.
2. Using the template guidelines, add the appropriate information about yourself that you would like to publish. Be sure to include the reasons why you are sending to that newspaper (hometown, spouse's hometown, grandparents' hometown, etc.).
3. Perform spelling and grammar checks on the release.
4. Send or deliver the release to the newspaper(s) of your choice. Include a professional looking head and shoulders photo if you have one.
5. To locate the newspaper(s) to which you wish to send the press release and obtain their contact information, locate their website(s). You can usually obtain the appropriate contact information from the newspaper's website. Some newspapers have online-forms where you can submit the information. You also can use the phone book or information to find the newspaper's phone number or physical address.
6. TWU's Office of Marketing and Communication recommends that honorees send their personalized press release to their chosen newspapers by April 18, 2011 to ensure timely publication.
7. Sending a press release announcing your graduation to your local newspaper(s) does not guarantee publication. Newspapers are under no obligation to publish anything sent to them, either by an individual or the university but a professional looking release will increase the chances of recognition for you and your university.
8. Honorees, family and friends should monitor their local newspapers for publication of your announcement.