

THE CHARTER INSTITUTE AT

# ERSKINE

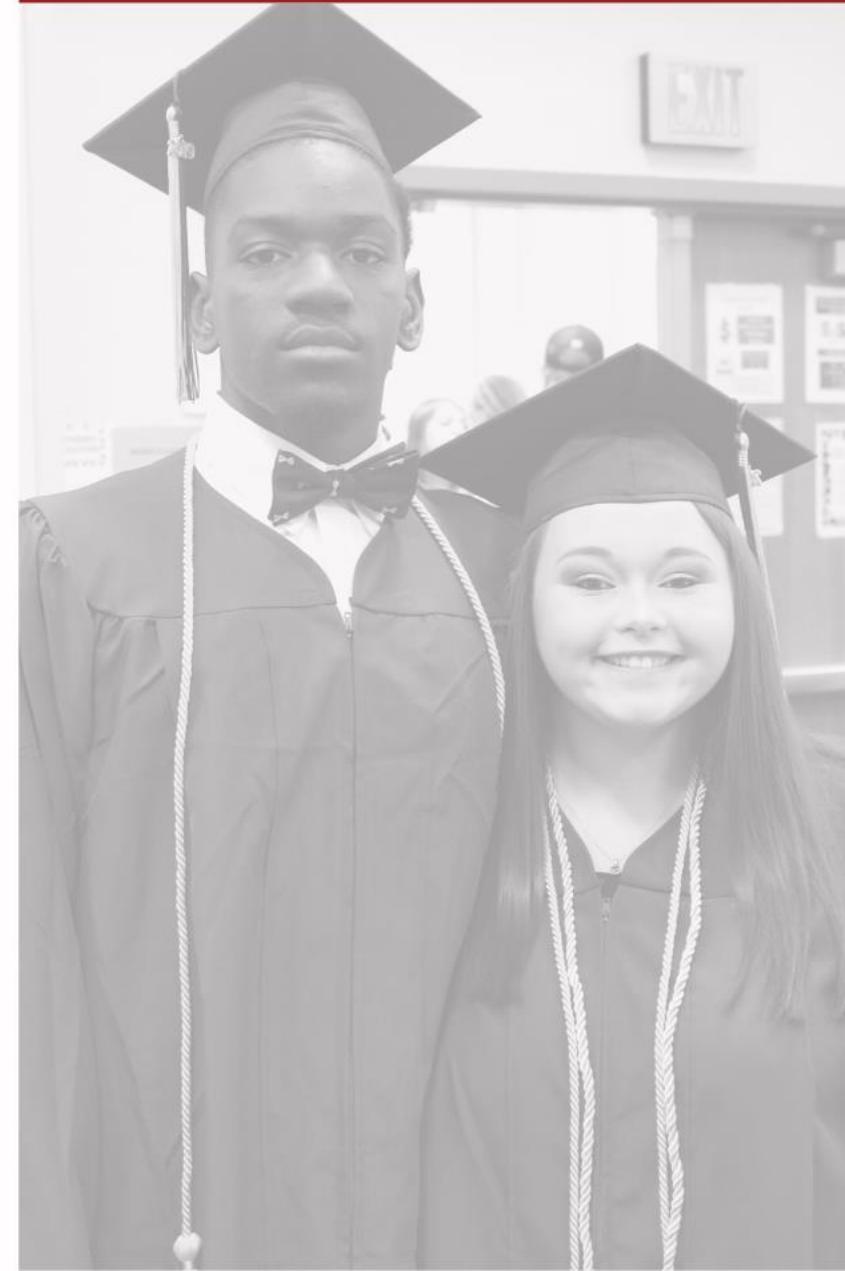


## Communications Training Press Relations

February 12, 2021

CREATIVE MINDS  
INNOVATIVE SCHOOLS  
EFFECTIVE RESULTS

CHARTER INSTITUTE  
at ERSKINE



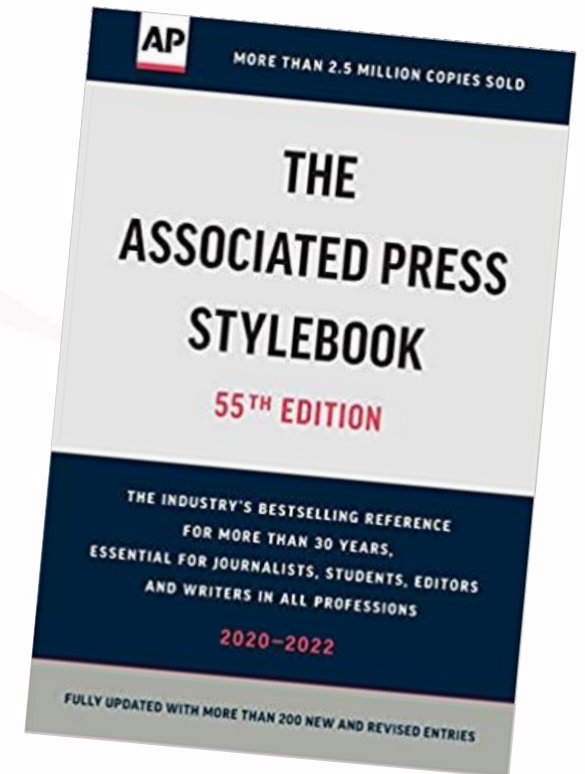
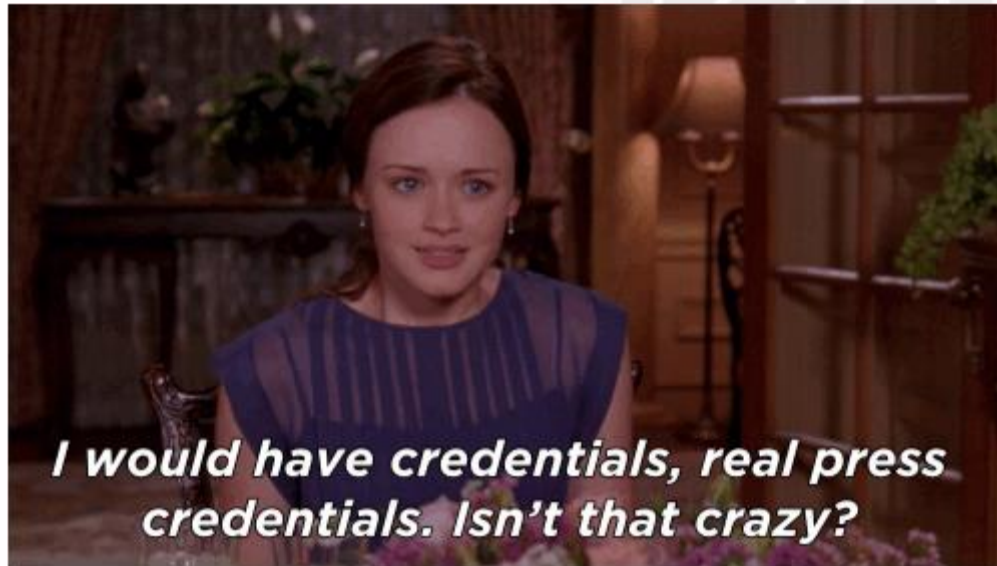
# HOUSEKEEPING

- Institute Leaders Conference is next week!
- COVID Case Reporting

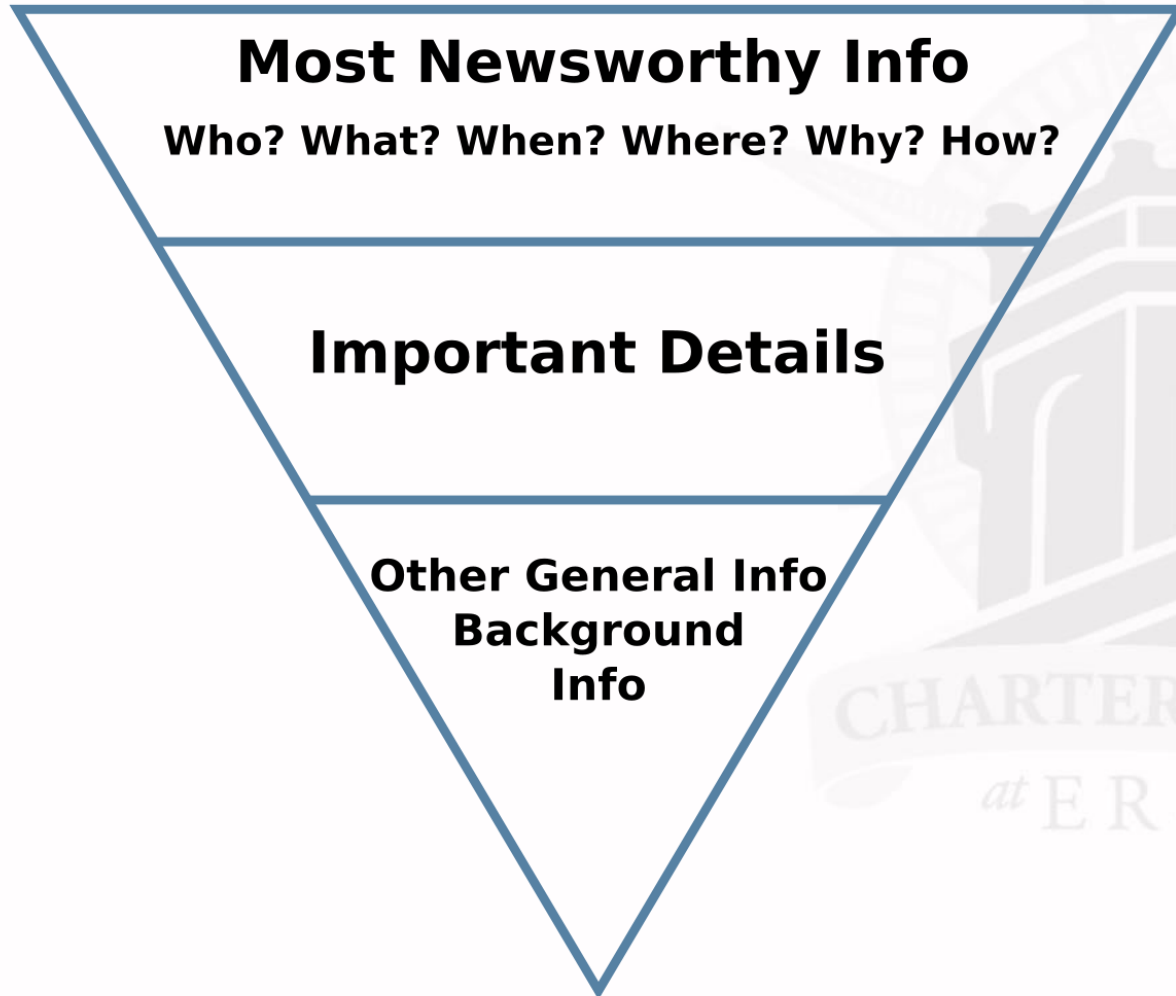


# JOURNALISTIC STYLE

- Press releases should always be written in journalistic/AP style
  - This makes it easier for the journalist to understand and rewrite, and therefore boosts your chances of being published



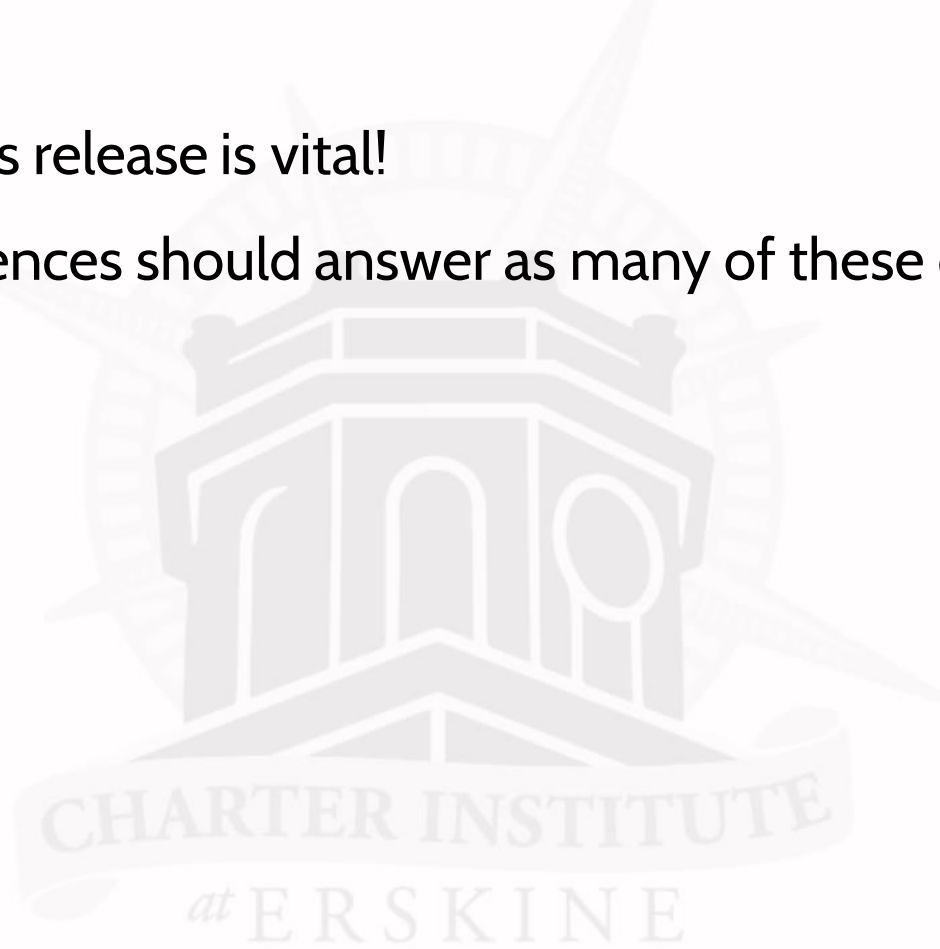
# JOURNALISTIC STYLE



- Another important aspect of journalistic style is the Inverted Pyramid
- The Inverted Pyramid simply means that the most important information goes at the TOP, and information decreases in importance as you read the press release/article.

# JOURNALISTIC STYLE

- The first sentence of your press release is vital!
- The first sentence or two sentences should answer as many of these questions as possible:
  - What?
  - Who?
  - When?
  - Where?
  - How?
  - Why?
- Think of it this way: your first two sentences will most likely be converted into the headline.



# DIAGRAM OF A PRESS RELEASE

Branded  
template

Date of  
release



## MEDIA ADVISORY

**For Immediate Release – January 20, 2021**

Contact: Ashley Epperson  
Communications Specialist – Charter Institute at Erskine  
commspecialist@erskinecharters.org  
(803) 995-0527

**Charter Institute at Erskine’s Student Services Department to launch new video series “Educate and Elevate”**

**COLUMBIA, SC** — The Charter Institute at Erskine’s Student Services department is launching a new educational video series on January 22, 2021, titled “Educate and Elevate”. The series aims to inform Special Education Coordinators across South Carolina on best practices in school special education.

Contact  
information

# DIAGRAM OF A PRESS RELEASE



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Headline

Strong first sentence

Location

# SOME MORE TIPS AND TRICKS

- When you send your press release to your outlets, copy and paste the text of the press release into the body of an email for quick reading.
- Put photos in the PDF of the press release and attach to the email as well.
- It can often be easier and timelier to draft quotes from people interviewed in the press release, and then give it to them for approval rather than asking them to write their own.
- Even if your press release isn't published, you can link to it on social media, your website, etc. so that your audience can keep up with everything you're doing – and you can send it to us!
- Practice makes perfect with press releases!



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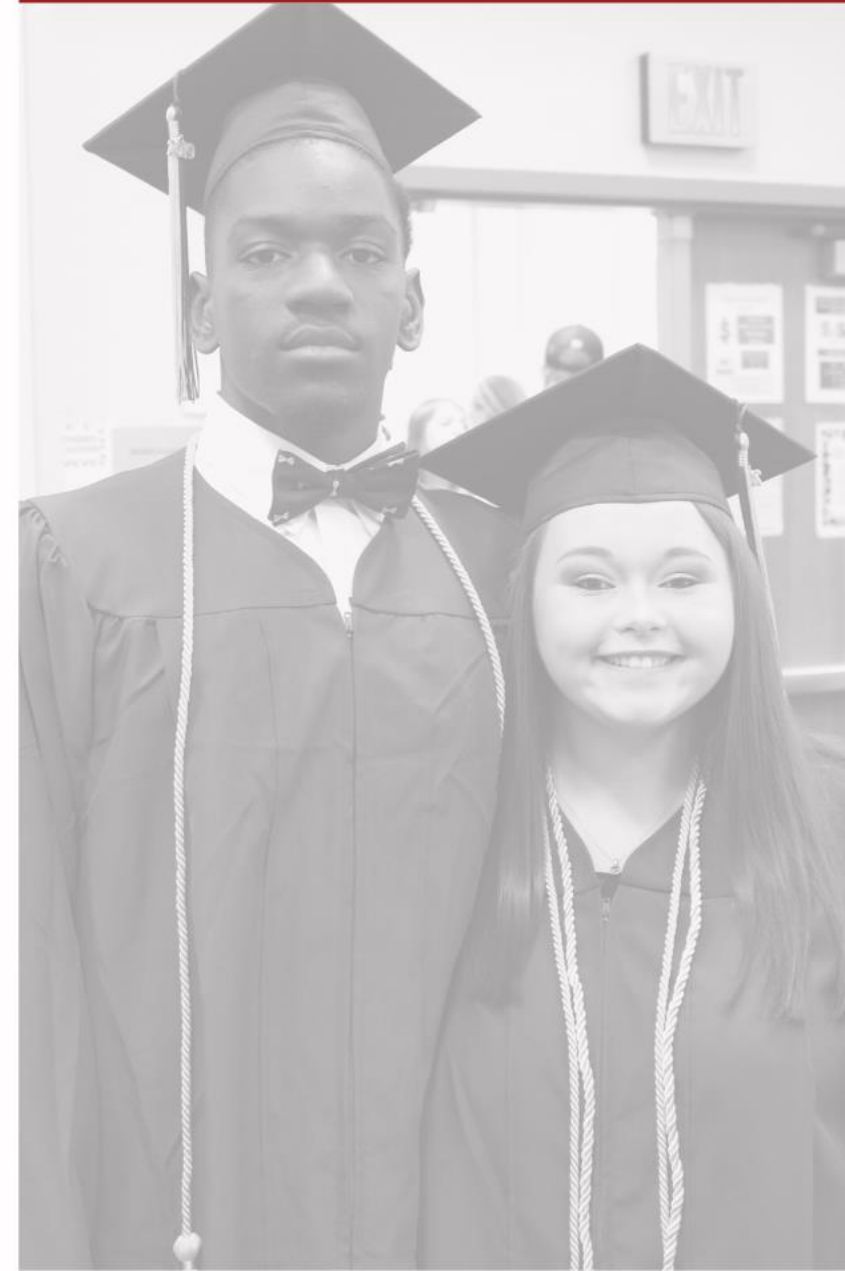
# ERSKINE

Guest Presentation

Mrs. Rebecca Hamilton  
Virtus Academy of South Carolina

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