



Kappa Kappa Psi
National Honorary Band Fraternity

Press Release

For Immediate Release _____ Date _____ For release _____ Date _____

Type of release: Award _____ / Election to office _____ / Scholarship _____

Contact _____
Name

Phone _____ e-mail address _____

Headline _____

Release Information _____

Kappa Kappa Psi, National Honorary Fraternity for College Band Members is an organization operating exclusively in the field of the college and university bands.

Picture attached _____

Signature of Chapter Sponsor

Date

Kappa Kappa Psi

Press Release Tips

After obtaining approval from the National Headquarters, use the Kappa Kappa Psi Press Release form to broadcast award information, election results, and other items which are newsworthy in your local, campus and hometown newspaper. Email or FAX a draft of your press release to the National Executive Director at ned@kkytbs.org or 405/372-2363.

Tips for submitting:

Answer the basics: WHO, WHAT, WHERE, WHEN, WHY AND HOW.

The Subject of the release should be included in the Headline. Editors receive hundreds of releases each week, so let them know up front what the release is about. This should be the most carefully written aspect of your release, and must be both attention getting and imply a genuine newsworthy event.

Write the body of the release in an interesting manner, including quotes when appropriate.

Print your release out on a printer and read it in paper form to see how it reads, to ensure that it's clear and to the point.

Submit to campus, local or hometown paper.

Make sure that all information on the press release is legible and that contact information is accurate.

If your hometown paper, be sure to mention your local connection so the editor will know it's local. (i.e. Scott Nelson, a Foxboro native, was recently awarded the Kappa Kappa Psi, District X Scholarship award.)

Try to determine what section of the paper runs these types of awards and send the press release to the proper section editor (i.e. Campus News Editor, People editor.)

Keep it short. Get the most important news in the first paragraph "Clair Makovsky has been elected president of the Omega Omega Chapter of Kappa Kappa Psi at Blank University. Editors like to cut from the bottom up when space is tight.

Watch your spelling.

Include a black-and-white photograph if appropriate. Let editor know that 4/color slide, transparency or photo is available upon request.

If attaching a picture be sure to label it as part of the release. (Example: Omicron Omicron chapter of Kappa Kappa Psi receiving XXX award at District Convention held in Egypt, Nevada.)