Template Press Release

Purpose

A press release is a written communication directed at members of the news media for the purpose of announcing something newsworthy. Typically, they are emailed to assignment editors and journalists at newspapers, radio stations, online media and television stations.

What makes something newsworthy, and therefore, worthy of a press release? Journalists typically look at five factors when deciding if a story is newsworthy. If your story meets at least two of these, you should send out a press release.

- Timing

  - The word *news* means exactly that - things which are *new*. Topics which are current are good news. Consumers are used to receiving the latest updates, and there is so much news about that old news is quickly discarded. A story with only average interest needs to be told quickly if it is to be told at all. If it happened today, it's news. If the same thing happened last week, it's no longer interesting.

- Significance

  - The number of people affected by the story is important. An enrollment event expecting to attract dozens is more significant than one that attracts two or three.

- Proximity

  - Stories which happen near to us have more significance. The closer the story to home, the more newsworthy it is.

- Prominence

  - Famous people get more coverage just because they are famous. If you have a local celebrity taking part in an event, it is news.

- Human Interest

  - Human interest stories are a bit of a special case. They often disregard the main rules of newsworthiness; for example, they don't date as quickly, they need not affect a large number of people, and it may not matter where in the world the story takes place. Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items.

Sample Press Release

The release below is intended to announce an upcoming enrollment event, however, the body of this sample release can be changed depending on what newsworthy item(s) you would like to announce.

RELEASE DATE

[ORGANIZATION]
FOR IMMEDIATE RELEASE

CONTACT: **NAME**
PHONE NUMBER
EMAIL ADDRES

[ORGANIZATION] TO HOST MNSURE ENROLLMENT EVENT [EVENT DATE]

[**CITY**], Minn. — MNsure-certified navigators from [ORGANIZATION] will be available to answer questions and help Minnesotans enroll into health insurance from [**EVENT TIME**] on [**EVENT DATE**], at the [**EVENT LOCATION**] in [**EVENT CITY**].

[ORGANIZATION] will have information about MNsure and will help individuals enroll into commercial coverage, MinnesotaCare or Medical Assistance. Consumers also will have the opportunity to make appointments with navigators for later dates.

Minnesotans interested in enrolling should bring the following materials to the event:

- Social Security Number for each person applying
- Date of birth for everyone in household (not just those applying)
- Driver's license, Tribal ID or other ID
- For non-citizens, Green Card or other immigration documents
- Last year's tax forms (1040EZ or page 1 of 1040)
- Most recent pay stubs
- Documents for other income sources (social security, unemployment, self-employment, etc.)
- W2 form or Employer Tax ID Number
- Employer's address and contact information
- Information about any employer-provided health insurance available to each person applying (request this from the employer)

Details:
MNsure Enrollment Event
Date: **DATE**
Time: **TIME**
Location: **LOCATION and ADDRESS**

The 2016 open enrollment period is scheduled to begin November 1, 2015, and end on January 31, 2016. Minnesotans eligible for Medical Assistance or MinnesotaCare can enroll year round. As of May 2014, 95 percent of Minnesotans have health coverage—the highest percentage in state history.

-###-