

PRESS KIT
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For Region 1
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INTRODUCTION

One objective of the Awards Committee is to provide increased value to Region 1 awards. One means of achieving increased value of an award is to provide widespread recognition of the award recipient, a most significant component of which is press coverage in the awardees home and work area newspapers.

My sense is that we collectively have done less than a stellar job working with the press. Not only can we toot the horn of the awardees, but we can get some free press for the IEEE as well.

Good press coverage can be achieved with a press release originating from the Section. The purpose of the following is to provide a cookbook methodology to make press releases relatively easy with a minimum of effort.

METHODOLOGY

My personal experience working with the press is as follows:

- first prepare the press release
- personally telephone the newspaper editor
 - explain you have an awards press release
 - ask if he would be interested in receiving it (which will always be in the affirmative)
 - inquire if you may send it to him by e-mail and verify the email address
- then, promptly send your press release

Attached is a sample press release. The format is relatively easy to follow. The specific write up takes a bit of thought but you can make it easier if you first gather useful background information.

My style is to avoid surprises. I recommend that you advise the award nominee of the specific award for which they have been nominated at the time of the nomination. The nominee should be honored to have been nominated even if he/she is not the final award selectee. I recommend you give the nominee the Local News Release Data Collection Worksheet at that time and request their assistance to provide background information for press release use. The worksheet is intended for electronic use so that it can be easily expanded where needed.

A high percentage of the Region 1 award nominations are approved. Advanced press release planning time is generally not wasted. And if you feel so inclined, even if the award is not approved, you may chose to recast the press release to give recognition as having been nominated for an award among 38,000 eligible candidates.

PRESS RELEASE PREPARATION CHECKLIST

Use IEEE letterhead and include name, address, phone number and web address. If your section does not have letterhead, feel free to copy the sample and tailor it to your needs. A copy in Word may be requested from h.belson@ieee.org if it is not available on the Region 1 web site. If your section does not have a regular mailing address, use the address of the person making the press release or the address of the section chair.

Retain the key features of the sample format:

PRESS RELEASE in all caps
Contact Person's Name
FOR IMMEDIATE RELEASE in all caps
Photo note on sample presumes release is being sent by e-mail.
HEADLINE or TITLE in BOLD/CAPS: short, catchy, succinct
Dateline: Your section's home city and date.
BODY -who, what, when, where and why.
Basic font, double spaced, blocked paragraphs (no indentation) and page number
Use MORE at the bottom center of pages that continue
Include page numbers on successive pages
End with # # # - this is press shorthand for the end.

SAMPLE E-MAIL

The body of your e-mail should contain enough information to remind the recipient who you are, be sufficiently descriptive so that anyone reading the e-mail will know what it is about, and adequately identify yourself to allay fears of them opening an attachment.

Subject line: Press Release: Holliston Resident John Jones recognized by the IEEE

Body of message:

To Newspaper Name
Attention Mr. Frank Smith, Editor

Holliston resident John Jones was recognized by Region 1 of IEEE for his outstanding leadership and support of the Providence Section, during his tenure as Chairman. He will be formally presented his award at the Region 1 Board of Governors meeting in (city) on (date). The IEEE is the world's leading professional association for the advancement of technology.

Full story and photo in attachments.

You name
Address
Telephone number

LOCAL NEWS RELEASE DATA COLLECTION WORKSHEET

The intent of this worksheet is to gather the data needed for your press release and minimize the effort required by both the press release author and the person being recognized. Your task is to review the form and fill in the nominating information before passing it on to the awardee. If you already know some of the answers, consider filling it in or deleting those specific questions before passing it on.

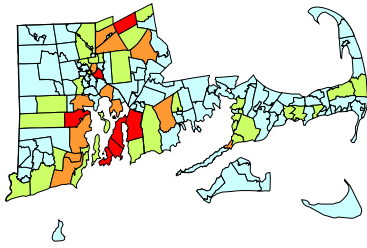
A copy of the award nomination should also be available to you to assist in preparing the press release.

Contact information for most newspapers can be easily found with a web-search. Also, newspapers by state and city, with links to their websites, may be found at:

<http://www.mondotimes.com/1/world/us/>

IEEE PUBLICITY GUIDE

Another source of useful information is the IEEE Publicity Guide. Headquarters is currently working on a new update that is expected to be available within a few months. A search for “publicity guide” on the IEEE home page should get you to the new guide when it is complete. The present 33 page guide is available at http://www.ieee.org/portal/cms_docs/newsinfo/publicityguide02.pdf



The Providence Section IEEE

www.ieee.org/providence

Your name, Press Coordinator

Your address

Your city, state and ZIP

Your telephone

Your e-mail

date



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Your name

Day: (000) 000-0000

Cell: (000) 000-0000

NOTE TO EDITOR: Photo in separate attached file

Holliston Resident John Jones recognized by the IEEE for his outstanding leadership and support

Providence, RI, January 6, 2007

John Jones was recognized by Region 1 of the IEEE for his outstanding leadership and support of the Providence Section, during his tenure as Chairman. He will be/was formally presented his award at the Region 1 Board of Governors meeting in (city) on (date). The IEEE is the world's leading professional association for the advancement of technology.

Jones has been an IEEE volunteer for 10 years having served on the Providence Section Executive Committee in various capacities including Vice Chair and Chair. Through his leadership, members of the Providence Section joined forces with the Rhode Island State Coordinator to create the FIRST LEGO LEAGUE Robotics competition for Middle School aged students and recruited members to serve as judges for the state competition. Jones was also the driving force to establish a "Graduates of the Last Decade" (GOLD) group in his Section that contributes to fostering long term camaraderie among the younger engineers within the IEEE.

MORE

Jones is a software development engineer employed by ABC Electronics in Framingham, MA where he has worked for 15 years. He resides in Holliston with his wife Samantha and their two daughters. He is active in his community where he serves as a member of the planning board and is also the local president of the Lions Club.

About the IEEE

The IEEE (Institute of Electrical and Electronics Engineers, Inc.) is the world's largest technical professional society. Through its 365,000 members in 160 countries, the society is a leading authority on a wide variety of areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics. Dedicated to the advancement of technology, the IEEE publishes 30 percent of the world's literature in the electrical and electronics engineering and computer science fields, and has developed more than 900 active industry standards. The organization also sponsors or co-sponsors nearly 400 international technical conferences each year. Region 1, the grantor of this award, encompasses the northeastern geographic region of the United States with 38,000 members.

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IEEE Region 1 Local News Release Data Collection Worksheet

Please Note: The purpose of the below information is to prepare news releases for distribution and publication by local news media to recognize achievements by IEEE volunteers. By returning a completed form, you are consenting to public release of its content. Do not provide information you do not want to see in the press.

The following to be completed by the Section Press coordinator:

Award nominee name:

Award category:

Return this form to

by e-mail

or address

City, state, ZIP

Questions: call:

Current IEEE assignment

Number of years in this assignment

The following to be completed by the award nominee:

Number of years with your section as an IEEE volunteer

Number of year a volunteer with IEEE

Number of years an IEEE member

Brief narrative of current or recent past IEEE accomplishments and in what capacity

Current employer

Employer address

Current position

How long in their employ

Would you like a copy of any press release sent to your employer?

Place of residence:

Reside with (example: wife Jane and three daughters)

Other item(s) for possible inclusion

(examples:- community boards, organizations, patents, special accomplishments)

Suggested Newspapers to receive release

The following to be provided by either the Section or the award nominee:

Provide a close-up photo, in digital format if available

or provide a photo of the award being presented – photo should be a sufficient close-up so that the individual can be easily recognized