

**Lakes Region Community College  
Marketing Department  
Press Release Request Form**

*Please submit request form no later than 2 weeks before requested release date*

**Name:**

**Email:**

**Press Release Information**

**Press Release Topic:**

**Date to be released:**

**What is the release about?(an event, and award, research findings, etc.) THIS IS THE NEWS ITEM!**

**Who are the key players? (who sponsored it, who should attend , who received the award, who conducted the research, etc.)**

**Where did/will the news item occur?**

**When did/will the news item occur?**

*Each release is unique. However, some key "news values" to address when formulating quotes include:*

- **Audience** (Address what the audience wants/needs to know)
- **Impact** (Address who will be affected and how they will be affected)
- **Novelty** (Address what is interesting or important about the news item)
- **Conflict** (Address any controversial aspect of the news item)

**Quote 1:**

**Quote 2:**

**May the Marketing Department forward follow up calls/emails from the news media or general public to you?**

Yes

No

**Send all images and supporting documents to [JJackson@ccsnh.edu](mailto:JJackson@ccsnh.edu)**