



GEO-INSTITUTE PRESS RELEASE GUIDE

When it comes time to publicize an upcoming event, report on a just-finished project or call for new committee members, take the time to tell us about it. By letting us know what is happening, we can help your committee or activity receive proper coverage in *Core Bits*, *Geo-Strata*, and/or another appropriate media outlet.

The best way to let us know of a newsworthy event is via a press release. Do not be intimidated by the sound of that. A press release can be (and, in fact, should be) brief and to the point. It can even be sent to us via e-mail. Your press release should be submitted to the G-I Manager.

Here is a quick guideline on what should be contained in a press release:

1. The name of your committee
2. The name, phone number and e-mail address of the contact person for this particular event or news item
3. The requested date of release (e.g., when the story should be printed -- in most cases, you would just put "For Immediate Release")
4. A suggested headline
5. A brief description of the event or news item (who, what, where, when, why, how)
6. Photographs (related to the news item, if available)

Doing this exercise will make it easier for us to give you and your committee the recognition you deserve for your hard efforts.

When should you submit news items? Anytime, but definitely after a committee meeting.

If you have any questions regarding press releases or G-I news policies, please contact the G-I Manager.

G-I Manager

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