

News Releases

Note: In most cases, you will provide the original copy for use in your news releases. The IMSA Marketing and Communications Office (MarCom) is responsible for producing news releases for major institutional news (commencement, new sophomore class, new board members, new program announcements, etc.). In most cases, however, we will be able to assist you with editing and proofreading, and, in fact, we recommend this for all new IMSA news releases. By doing this, we ensure a coherent and consistent IMSA identity is portrayed to the media, regardless of where the news release originated in the Academy. Please help us to help you by involving us EARLY in the process so that we can schedule time to review and edit your news releases.

MarCom keeps the most updated media contact information. In many cases, we can assist you in the distribution process if given enough advance notice.

The News Release Checklist (below) and writing tipsheet should be referenced and used when at all possible. While some of these are stylistic preferences used by IMSA staff writers, many are rules of grammar and punctuation that should be followed at ALL times. When you are in doubt, DO NOT GUESS!! Please refer your questions to Brenda Sotern (5033) brenda@imsa.edu

1. News Release Checklist

- ☐ Write news release copy in 12 pt. Times or 11 pt Arial; Headline in 12 pt. caps
- ☐ Set line spacing for news release copy at 1.5 but double-space between paragraphs.

The following needs to be answered in the first few sentences:

- ☐ Answer *who* or *what* the news is about
- ☐ Include *when* the news happened
- ☐ Include *where* the news happened
- ☐ Include *how* the news happened
- ☐ Include other important facts

News release checklist continued

- ☐ Attach a list of students or teachers with their hometowns and schools if applicable
- ☐ Include future action that will take place as a result of this news
- ☐ Include quotes to support or enhance your news if appropriate
- ☐ Include Brenda's name, number and e-mail at top of release
- ☐ Spell out Illinois Mathematics and Science Academy® (IMSA®), including the registered trademark, in the first reference.
- ☐ Include IMSA descriptive boilerplate at the end:

The internationally recognized Illinois Mathematics and Science Academy® (IMSA) develops creative, ethical leaders in science, technology, engineering and mathematics. As a teaching and learning laboratory created by the State of Illinois, IMSA enrolls academically talented Illinois students (grades 10-12) in its advanced, residential college preparatory program, and it serves thousands of educators and students in Illinois and beyond through innovative instructional programs that foster imagination and inquiry. IMSA also advances education through research, groundbreaking ventures and strategic partnerships. (www.imsa.edu)

- ☐ Do not exceed two pages (1-1 ½ is better)

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News Release Templates

Sample—Staff/Faculty Award or Achievement

FOR COMMENT CONTACT: Brenda Sotern
(630) 907-5033
brenda@imsa.edu

FOR IMMEDIATE RELEASE:
September 20XX

IMSA TEACHER WINS PRESTIGIOUS TEACHING AWARD

AURORA -- Illinois Mathematics and Science Academy® (IMSA) **(subject area)** teacher and **(your hometown)** resident **(your name)** recently received the **(official name of the award you received)**, sponsored by the **(name of the professional association or business that sponsors the award)**. He/she is one of only **(how many received the award)** high school teachers in the U.S. and Canada to receive the award.

The **(name of the award)** is designed to recognize and reward outstanding teachers for **(describe why the award is given and what the qualifications of the award are)**.

(Insert quote here describing what the award means to you), said **(your name)**.

(your name) began teaching at IMSA in **(year)**. At IMSA, he/she teaches **(name your courses)** and also serves in leadership roles in numerous professional organizations including **(list these here)**.

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News Release Templates Continued

Sample—IMSA/School Partnership

FOR COMMENT CONTACT: Brenda Sotern FOR IMMEDIATE RELEASE:
(630) 907-5033 August 20XX
brenda@imsa.edu

(administrator's last name) BRINGS IMSA® **(name of program)** TO **(name of school)**.

AURORA-- **(name of school)** will partner with the Illinois Mathematics and Science Academy® (IMSA) in the fall to participate in the IMSA **(name of program)**.

(title and name of administrator) of **(hometown)**, is one of **(number of participants)** educators from throughout Illinois to attend the IMSA **(name of program or workshop)** held at the Illinois Mathematics and Science Academy **(date)**. The IMSA **(name of program or workshop)** is designed to **(describe the goals of program or workshop and who its intended customer is)**.

During the session, **(name)** attended presentations on **(title of presentations held)** and participated in numerous other activities including **(name these)**.

(Insert additional background information about the program here such as when it began, and how many students, teachers and schools it currently serves. You may also include a website address if appropriate).

Future plans for the program include **(include expansion plans to other school sites or new program components)**.

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News Release Templates Continued

Sample—Public Event

FOR COMMENT CONTACT: Brenda Sotern FOR IMMEDIATE RELEASE:
(630) 907-5033 September 20XX
brenda@imsa.edu

*MEDIA ADVISORY: Photography at the lecture is permitted. If you would like to attend, please contact Brenda Buschbacher no later than **(fill in date)**. Media will be required to wear an IMSA press badge (can be obtained at front desk).*

IMSA® KICKS OFF FALL **(name of program)** WITH LECTURE

AURORA-- The Illinois Mathematics and Science Academy® (IMSA) is hosting an upcoming **(name of program)** lecture this fall featuring **(title and name of featured speaker)** who will **present (title of lecture)**. These lectures are sponsored by **(name of sponsor)**.

On **(date and time)**, . in the IMSA **(location of lecture)**, **(name of speaker)** will discuss **(describe what he/she will be speaking about in one or two sentences)**.

(Name of speaker) currently **(describe speaker's other professional activities and leadership positions held on prominent boards, etc.)**

Contact the IMSA **(fill in office name and phone number)** to register your attendance. You may also register online at **(fill in website if appropriate)**. Admission is **(fill in program costs if applicable)**.

The IMSA **(name of program)** began in **(fill in year)** and supports IMSA's learning agenda by **(fill in background)**

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Sample— Program Registration Announcement

IMSA® SEEKING STUDENT APPLICANTS FOR SUMMER PROGRAMS

*(**Program Name**). (**dates it is offered**)- for students entering grades **fill in grade levels**). During this program, participants will explore **include a one or two sentence description of the program and activities**).

For program registration information, contact the **IMSA (fill in office name and phone number)** or apply online at **(fill in Web address)**. Programs are sponsored by **(fill in corporate partners or educational institutions, etc.)**

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News Release Templates Continued

Sample—Student Awards/Achievements

FOR COMMENT CONTACT: Brenda Sotern FOR IMMEDIATE RELEASE:
(630) 907-5033 March 20XX
Brenda@imsa.edu

IMSA® STUDENTS EXCEL IN NATIONAL **(SUBJECT AREA)** CONTEST

AURORA—A team of **(number)** students from the Illinois Mathematics and Science Academy® (IMSA) received the highest ranking possible in the annual **(name of contest or competition)**.

IMSA team members **(include student names and hometowns in alpha order)** received the rank of **(include the ranking name or placement)**. Only **(fill in number)** teams out of **(fill in number)** that competed nationwide received this ranking.

(Insert here more background information about the competition itself and the award-winning paper or presentation by IMSA students.)

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News Release Templates Continued

Sample—IMSA/School Partnership

FOR RELEASE: September 20XX

CONTACT: Brenda Sotern
brenda@imsa.edu 630-907-5033

Media Advisory: Students from schools in (fill in school cities here) will participate in the new (name of program). Media may schedule an appointment with Brenda Sotern to visit IMSA in (month) to observe the program.

IMSA® LAUNCHES **(title of Program)**

AURORA, IL - This **(fill in season)**, **(number of students and/or teachers)** from **(fill in number)** Illinois schools will begin their study of **(subject area)** in the new IMSA **(name of program)**. The program will be administered by the Illinois Mathematics and Science Academy® (IMSA) with a grant from the **(fill in government or private sector partners)**.

The program, to be held **(fill in dates)**, is designed to **(fill in program description and customers)** with the goals of **(fill in the program goals)**.

Schools in the first-year pilot are **(include school name and town)**. **(Fill in number)** students and **(fill in number)** teachers from each site will participate.

(Insert more background information here about what activities students and/or teachers will participate in during the program as well as any supporting quotes from program leaders and/or an IMSA leader.)

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