



# *Let Your Fingers Do the Talking:*

**Writing Effective News Releases**

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**National Energy and Utility Affordability Conference  
Denver, Colorado**



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## **Writing Effective News Releases**

### Writing Exercise One

The director of your agency, Thomas Weatherbottom, is resigning after 30 years on the job.

Write a news release for the local media announcing his departure. Make sure to list yourself as the contact person.



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### Writing Exercise Two

The Fox-Brandon Philanthropic Fund has just presented your agency with a \$250,000 grant to improve and expand outreach efforts.

Write a news release announcing the grant and the agency's plans for the monies.



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### Writing Exercise Three

Your program is running dangerously low on funds. Lines of people seeking assistance reach out the door and up the street.

Write a news release explaining the situation and appealing for donations. This release is designed to get reporters to come out and see the situation first hand.



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### Writing Exercise Four

Write a news release announcing that your agency is sending four employees and 10 assistance recipients to Washington to participate in Washington Action Day for LIHEAP.

Washington Action Day is the annual grassroots lobbying effort to increase funding for LIHEAP. Action Day is organized by the NFFN.