

## **Tips on Writing a Press Release about Your Computer Science Education Week (CSEdWeek) Event**

*A sample press release to support local CSEdWeek events and tips on using one*

Press releases are reports of a newsworthy event which vary in length, but a good rule of thumb is two-three pages.

Some tips about press releases:

- Press releases should sound like a news story written by a concerned reporter. That means that they should be written in a reporter's voice, not an advocate's. Commentary in a press release should be in quotes and attributed to a spokesperson.
- Press releases should have a headline. Some may also have a "subhead," or a second headline, but this is not required.
- Press releases should have a "lead paragraph" that clearly states the news of the release, and answers the Who, What, When, Where and Why questions.
- Don't forget to include at the top of the document a name and phone number of someone the media can contact to follow up. Be sure to date the document.

Many press releases are structured as follows:

- Lead Paragraph: Who, What, When, Where, Why
- 2nd Paragraph: More information about the announcement
- 3rd Paragraph: Quote from organizational spokesperson
- 4th Paragraph: More information and examples (NOTE: examples are very important in putting a human element in the story)
- 5th Paragraph: If applicable, second quote from another spokesperson (could be another organization, dignitary)
- 6th Paragraph: Contact information for the organization, where to find additional information (e.g. website link)

## **Sample Template Press Release for CSEdWeek event**

For Immediate Release

[DATE] Contact: [CONTACT INFORMATION]

### **MAYOR [INSERT NAME][TOOK A TRIP TO THE MOON WITH LOCAL STUDENTS]**

*Community comes together to raise awareness about importance of computer science education by participating in CS Education Week*

DATELINE - Mayor [INSERT NAME] joined the principal and faculty members of [INSERT NAME OF SCHOOL], business leaders and local families today for [NAME OF EVENT] in honor of Computer Science Education Week (CSEdWeek). The mayor and community members were among thousands of people across the country to celebrate this annual event this week in an effort to raise awareness about the transformative role of computing and the need to bolster computer science at all educational levels.

[INSERT DETAILS OF EVENT, USE DESCRIPTIVE AND QUANTIFIABLE LANGUAGE].

SAMPLE TEXT:

Government projections show that in the next 10 years, more than 1.5 million high-wage jobs in the technology sector will be created in the U.S. economy, making computing one of the fastest growing occupational sectors. Studying computer science, regardless of a student’s ultimate occupation, will provide the critical computational thinking, knowledge, and practices necessary to be ready for college or a career. However, few students have opportunities to learning about computer science in the early grades, leaving them unprepared to take engaging, rigorous computer science in high school. One of the goals of CEdWeek is to promote efforts to expose students – particularly in grades K-12 – to robust computer science education so they can prepare for these jobs.

[INSERT QUOTE FROM SPOKESPERSON, EXAMPLE BELOW]

“We need to encourage and embrace our students’ interest in computing and computer science,” said [INSERT NAME]. “Careers in computer science command some of the top average salary offers from employers and job prospects remain strong despite extraordinary economic challenges, but not enough students are entering into this field. We have come together today to celebrate CEdWeek, but more importantly I want to shine a light on this important issue.”

[INSERT MORE INFORMATION ABOUT YOUR EVENT AND/OR YOUR ORGANIZATION]

[INSERT QUOTE FROM ANOTHER ORGANIZATION OR SOMEONE WHO ATTENED THE EVENT]

For more information about [EVENT/PROGRAM/ETC], visit [INSERT WEBSITE] or contact [INSERT CONTACT INFORMATION]