

Your exhibit at History Expo is newsworthy!



vermonthistory.org/expo



PRESS TIPS

As you know, the Vermont Historical Society is creating a whirlwind of press releases about all the things going on at the 2016 Vermont History Expo.

You can help spread the word by providing information about your exhibit or involvement at the Expo. **YOUR local media wants to hear from YOU!** Build community and let your hometown know what you are doing right in their own backyard!

Don't forget, the reporter is not usually interested in helping you drive visitors to your historical society or museum, he/she is looking for a story that will interest readers and please the editor! Whether it's TV, newsprint, or radio: How can your organization make a difference in people's lives?

**Get the most impact from your press release!
Be sure to include:**

Contact information

Name, address, email, phone, be sure to include date and indicate FOR IMMEDIATE RELEASE.

Headline

State your most exciting news in as few words as possible.

Lead paragraph

Include the who, what, when, where and why of the story. If the reporter were only to read the lead of a good press release, there would be all the info needed to get started. There's no room for sell. Just the facts. Include a photograph if available. Be sure it is high resolution (4x6 inches at 300 dpi) and include it as a separate jpg not part of the text. Suggest an enticing caption.

The rest

The balance of the press release serves to back up whatever claims were made in the headline and lead. Use a quote from a member of the organization or a testimonial from someone in town who can talk about what you are doing.

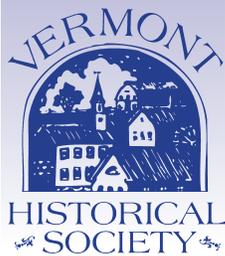
Remember: *shorter is better!*

Conclusion

Finally, spend a sentence or two describing your organization and what you do for your community.

Ending

End with ### so the end of the release is clear.



Sample Word document attached. We'll be happy to help. Call Amanda Gustin at (802) 828-2180.