



Samples

1. Media release
2. Public service announcement
3. Mixes
4. Evaluation form

SAMPLE 1
MEDIA RELEASE



Trillium Public Library

Box 828, Trillium, Ontario N0N 0N0

TO: Mr. John Winter, Trillium Herald
Box 179, Trillium, Ontario N0N 0N0

MEDIA RELEASE

DATE: April 10, 1994

FOR RELEASE: On or before April 20, 1994

FOR MORE INFORMATION CONTACT: Jocelyn Kary, Chief Executive Officer
at 765-4321

ALICE IN WONDERLAND LIVE AT THE LIBRARY

“Curiouser and curiouser”, the young lady exclaimed as she fell down the rabbit hole.

But there’s really nothing unusual about Alice in Wonderland’s on-going popularity, as an upcoming performance in Trillium is bound to demonstrate.

Theatre Aquarius, the city of Hamilton’s theatre company, will spend July touring public libraries with its own adaptation of Lewis Carroll’s classic children’s novel.

Sponsored by Trillium Public Library and the Kiwanis Club of Trillium, Theatre Aquarius will perform at the Trillium Library on May 3, at 7:30 p.m.

Directed by Peter Mandia and written by Clive Endersby, the production brings to life many of Lewis Carroll’s imaginative and delightfully bizarre characters -- The Mad Hatter, Tweedledum and Tweedledee, the Queen of Hearts and the White Rabbit.

Jocelyn Kary, at the Trillium Public Library, said the library staff and board are delighted that Theatre Aquarius could provide the tour.

“The troupe has an excellent reputation, and we certainly feel the performance will bring pleasure to many people.”

Mailing date of media release is essential as it helps the editor schedule news.

Story in a nutshell; useful for headline writing

The lead--an unusual approach that catches interest while still getting two basic pieces of information across.

Next paragraph provides all essential details.

Filler information to round out story. May be dropped without affecting main news.

Symbol denotes that the story is finished.

SAMPLE 2

PUBLIC SERVICE ANNOUNCEMENT

(Organization's logo may be used)

Name of organization

Address (should be local, if possible)

Name of person for media to contact

Address, if different from the one above

Telephone number

Dates between which the PSA may run

Length of PSA (in seconds)

Slugline (contents of the PSA)

The first line or sentence of a public service announcement should act as an introduction

or transition for the listener.

The main part of the PSA should contain a very focused message. This message should be repeated to give the listener several opportunities to understand your point.

The end of the PSA should be a conclusion or request for action -- what you want the listener to do.

-30- or #30

(These symbols tell the public service director
that this is the end of the PSA)

SAMPLE 3

MIXES

1. For a small activity limited in effect or of benefit only to a small audience (such as starting dates of regular reading or workshop programmes, or acquisition of a collection of books that are new but not necessarily of significant interest to a large segment of the community):
 - poster in the library
 - flyer for distribution through community centres
 - a note in the regular library column in the newspaper

2. For a locally-based activity with a topic of interest to a larger segment of the community, including present and potential users (such as a writer-in-library programme or a special lecture series):
 - news release for the local newspaper
 - PSA for the local radio station
 - brochure with direct distribution to targeted audience(s)
 - poster displayed at community locations
 - a short feature article in the regular library column

3. For a larger programme which is expected to attract regional attention, and which may be of interest to audiences beyond the traditional user groups (such as development of a literacy programme, or a seminar supporting establishment of a women's abuse centre)
 - two news releases, one to be released six weeks before the event and another just before the week of the actual date. Distribute to local and regional newspapers
 - at least two PSAs on the local radio station
 - brochure distributed through a household drop and available through related service groups
 - if possible, a radio interview with the principal guest
 - posters, for distribution in as many locales as possible

SAMPLE 4

EVALUATION FORM

Evaluation form

Session name: _____

Please take a few moments to complete this evaluation form. Your comments will be invaluable as we design other sessions of this type. Thank you.

1. What is your overall impression of this session?
poor adequate good excellent
2. Did you find the room comfortable?
uncomfortable adequate very comfortable

Comments:
3. Was the room set-up appropriate for this type of session?
yes no
4. Was the session scheduled for an appropriate time?
yes no
5. Was the session of an appropriate length?
yes no
6. What did you like best about the session?
7. What areas should be improved?
8. What topics would you like to see covered at future sessions?