

# Media Best Practice Guide

A head for business. A heart for the world.™



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## Introduction

SIFE is a leading international organization that brings together the leaders of today and tomorrow to create a better, more sustainable world through the positive power of business.

While people are the cornerstone of our reputation, our brand and image reinforce it. As we continue to evolve, it is important to maintain and protect our identity. SIFE teams should see themselves as ambassadors of the SIFE Brand, and the messages we communicate to the public should be accurate and uphold its integrity.

This kit has been designed to help you generate media recognition for your SIFE team and comprises a set of guidelines and tools to assist you to:

- Develop press releases
- Prepare for interviews
- Prepare collateral materials
- Merchandise media clips

We also have included:

- "How-to" advice for interacting with the media
- Templates to prepare effective press releases quickly and easily
- Trademark and logo usage guidelines

This information has been approved by SIFE USA and is available online. By utilizing these tools, you will be in the position to communicate messages in a professional and consistent manner. The success of our collective media strategies depends on everyone adhering to these guidelines.

### Contacts

While this tool kit is a solid source of information and guidance, it is not intended to replace personal advice that is always available by contacting your Campus Program Manager or SIFE USA.

SIFE USA Programs Department  
SIFE World Headquarters  
[sifeteams@sife.org](mailto:sifeteams@sife.org)  
417-831-9505

## Fact Sheets

This fact sheet should be used as reference when developing media information and marketing tools, and also when preparing for interviews with various media contacts. Please provide reporters a copy of the fact sheet whenever possible. Remember to

always check that you are using the most up-to-date copy of the fact sheet.

SIFE World Headquarters Fact Sheet:  
<http://www.sife.org/SiteCollectionDocuments/Publications/SIFEwhqfactsheet.pdf>

## Boilerplate

### SIFE Boilerplate

Boilerplate is approved text about SIFE in general or your specific SIFE team that should be included in all marketing communications. Here is the boilerplate for SIFE in general. For press releases, you may include this paragraph at the end of the release, after the HSBC Boilerplate:

### SIFE (Students In Free Enterprise)

SIFE is an international non-profit organization that brings together the leaders of today and tomorrow to create a better, more sustainable world through the positive power of business. Founded in 1975, SIFE has active programs on more than 1,500 college and university campuses in 40 countries. Through projects that improve the lives of people worldwide, the university students, academic professionals and industry leaders who participate in SIFE are demonstrating that individuals with a knowledge and passion for business can be a powerful force for change. For more information, contact SIFE World Headquarters at +1 417 831 9505 or [Your School Name and Contact Phone Number], or visit [www.sife.org](http://www.sife.org).

### Your Boilerplate

Consult with your Faculty Advisor and your college/university's communications office to secure the approved verbiage for your team's specific boilerplate.

## Media Relations Overview

### What is Public Relations (PR)?

Public relations encompass any and all activities that influence people to be positively disposed toward a company, organization, product or service.

What is the value of PR compared to other forms of communications?

- Higher credibility (third-party endorsement)
- Efficient and economical
- Translate complex messages
- Competitive differentiation

While this toolkit will focus on the Media Relations part of Public Relations, it is important that you first understand the bigger picture of PR.

## Media Relations

Media Relations activities are a crucial component of any public relations program. Media Relations is exactly what its name implies: it is developing relationships with the reporters, editors and producers who work for the media outlets that your target audiences look to for reliable information. These relationships can create opportunities to contribute story ideas and information about your SIFE teams, participants or enrolled universities for news stories, round-up articles and other features. It is important to note that you must follow through on these opportunities in order to maintain these relationships.

## Media Contact Lists

Having media contact lists are key to all successful media relations programs:

- At a minimum, you'll want to get the name/correct spelling of the reporters who cover your college or university as well as the communities where your college/university is located and the hometowns of your team's participants
- Office phone number (and mobile number if possible)
- E-mail address
- Some reporters are very specific about how they want to receive information, so you'll want to note his or her preferred delivery method (e-mail, fax, etc.)

When compiling your media contact list, ask yourself a few basic questions to get started:

- Who is my audience and what media outlets do they trust for reliable information?
- Are there niche publications that cover very specific topics, e.g. college life, that might be interested?
- Who is the best contact for the type of announcement/story? For HSBC projects, you probably want to start with education editor followed by the business or financial editors. A features/local news editor may be more interested in covering the story from a local angle, e.g. does the project have an impact on the community or are there team members who live in the community the writer could profile?
- Don't forget to look around your campus – is there a college/university newspaper, radio or TV station that covers student activities? Is there

a website or blog where you could post information about your team? You also may want to meet with your college/university's Public Relations staff to see how they may be able to help you tell your story or if they can share their media lists with you.

- Social websites, like Facebook or YouTube, and blogs are another way to share your message. You can upload photos or post comments on Facebook communities, post comments/articles on blogs or put video of your team on YouTube.

You'll also want to check your media contact lists every few months to make sure they're current – reporters often change beats (or the topics they cover), so you want to make sure you're sending information to the right person.

**Tip: Most weekly and monthly publications and some television shows publish editorial calendars up to a year in advance. You can usually access these documents online. There you can discover what topics or themes they have planned for each issue or show and plan accordingly to submit stories that address topics of interests.**

## Generating Media Coverage

There are many ways to share your team's story with media and other important audiences. Before you speak with reporters or community organizations or send a press release, make sure to obtain approvals from your SIFE Faculty Advisor, college/university communications office and project participants.

### Making a Media Calendar

It's important to plan your media approach at the beginning of the year. Prepare a calendar just for media efforts, and if possible, assign someone to be in charge of your media relations. Highlight important events on the calendar and plan which publications or electronic media you want to approach.

For instance, if you hope to gain publicity for a particular project, look carefully at the project timeline to identify those milestones that might make a good story and when you expect them to happen. Then you'll want to count back about a month to make sure you're giving yourself enough time to prepare materials (like press releases), get the necessary approvals and contact the media in advance. You'll want to keep this calendar handy and review it each week to stay on track.

## Making Announcements

Announcements provide opportunities to create awareness about SIFE by using noteworthy activities as a “hook” for media coverage. These opportunities include but are not limited to announcing your team’s agenda at the beginning of the academic year, naming the members of your Business Advisory Board, or notifying the media and community that a project is underway. These announcements are typically written in press release format (see pages 9-16), but also can be an advisory (What, When, Where), a photo with a caption or even a pitch that you deliver by phone or email to attract an editor’s attention.

## Sending a Photo and Caption

Some newspapers will let you submit your own photographs after an event. Examples of good visuals include action shots such as award presentations or the interaction between team members working on a project. You’ll want to confirm that the publication accepts photographs in advance. Send the photos as soon as possible after the event and include a caption that explains what’s happening in the picture and your contact information. Larger publications, like the New York Times or USA TODAY, only run photos that their staff photographers have taken, but many community papers that have smaller staffs encourage photo submissions. In addition to confirming if the paper will accept your pictures, make sure to ask about the format they need. Most newspapers have digital capabilities now, so you can usually email photos in jpeg format. A sample of a subject release form is available on the final page of this toolkit

**Tip: Close-up photos work best. And unless a photo is being used specifically to illustrate a large number of people (great attendance, large-size team, fantastic turnout), keep group shots to six people or less.**

## Writing a Press Release

Press releases are story summaries written to give reporters all the information they need to determine whether or not they are interested in reporting on a story. A release is not the actual article, although some small papers may publish the release exactly as you write it. Most releases follow a general format. The headline should sum up the story and be written in a manner that attracts the reporter’s attention. Pertinent information should be written in an organized fashion that will answer the important questions that the reporter may have. Lead off with the most relevant information, keeping in mind who,

what, when, where and why. Contact information should be included so the reporter can follow up with questions or arrange an interview. See page 9-16 for press release templates that will help you prepare your own.

## Distributing Press Releases

Typically, press releases are e-mailed to reporters. However, some reporters will not open attachments if they are not familiar with the sender. It’s wise to attach the release as well as paste the release in the body of your e-mail after a brief introductory note. Identify your group and why you are writing with a one-sentence overview of the story suggestion. Be sure to offer contact information.

You can fax or mail releases as well. Wire services also are available such as PR NEWSWIRE. These are services that have ready-made lists for cities, regions, states, and countries and charge a fee to distribute your release. Paying for wire service only makes sense when you have a news story that a broad range of media would desire.

**Tip: Contact with the media should be clear, succinct and polite. Reporters are often on deadline and under stress. Only make contact when necessary and don’t bombard reporters with unnecessary announcements. And remember to send a thank-you note for press coverage. And don’t take a curt response from a reporter personally. They are often overworked and under-staffed.**

## Guidelines for Contacting the Media

- **Event Listings** – Newspapers, radio stations and TV stations generally require you to send them information about an event 4-6 weeks in advance if you want to have your event listed in a community calendar.
- **Request to Cover Your Event** – Newspaper reporters appreciate at least a week’s notice if you want them to come to your event and write about it. This will let them make sure there’s someone available to attend the event as well as schedule a photographer. Radio and TV stations require shorter notice, typically a day or so before the event will give them enough planning time.
- **Confirm Information Was Received** – You’ll want to send reporters your press release or media advisory, then follow up with a phone call to confirm they’ve received it and determine their

interest. Don't get discouraged if they don't seem interested at first – they receive hundreds of story ideas, and you need to help them understand why your story is newsworthy. Also, when you call can influence how a reporter responds to you. Try not to call newspaper reporters later in the afternoon as they tend to be on deadline with stories for the next day's issue. If it's a weekly paper, typically the day or two before the paper is published is the busiest time, so don't call then. Try not to call TV Assignment Desks the hour before or during the newscast.

#### **When you call, make sure to:**

- Identify yourself
- Ask if it's a good time for them to talk; if not, ask when you may call back
- Practice what you want to say in advance so you can make your case effectively
- Be concise, and get to your point quickly
- When following up and talking to TV stations about event coverage, ask the Assignment Editor if your event is on their daybook for the event's date

## **Creating Awareness about Your Team**

### **Case Studies**

Use a problem/solution format to demonstrate how specific issues and project challenges are resolved. Depending on your project profile, these types of articles can be developed for campus, business and/or general news publications to show how your team identified an issue and then developed an effective solution.

### **Position Your Team as a Media Resource**

By writing a note of introduction to the appropriate reporter and offering to serve as a resource when the need arises you can position your team as a media resource. It's a great way to build a long-term relationship. For instance, you can position yourself as an ideal resource for any topics related to the SIFE judging criteria. Offer to provide a spokesperson, facts or statistics that will help reporters with their stories. Keep them posted on news in that field. The relationship will pay off eventually, and you may just find yourself the guest on a talk show!

### **Write a Letter to the Editor**

Letters to the Editor can be written for possible publication if you read a story that relates to something your team is involved in. The same holds true for radio call-in shows. Make sure you carefully word letters, check your facts and seek approvals just as if you were writing a press release.

### **Special Programs/Special Events**

These activities are another way to create opportunities to communicate key messages to a particular audience. They can range from events sponsored by the local Chamber of Commerce to on-campus events that showcase various student organizations. Events can be used to promote awareness about your team and attract new members, raise funds for projects, or as part of your project. Participation in existing programs and events also can provide marketing communications opportunities that you can promote via a variety of PR activities, including press releases or photo captions.

### **Speaking Engagements**

Hosting or participating in various speaking engagements can serve to strengthen your team's position as a valuable resource on campus and in the community. Look for opportunities within your local or regional business communities, such as the Chamber of Commerce, as well as on-campus assemblies. Capitalizing on these opportunities for live presentations can provide a forum for networking and prospecting. The text of your presentation also can provide material for a by-lined article.

### **Strategic Relationship Building**

Through strategic relationship building you can enhance relationships with highly influential groups or individuals, often referred to as "opinion leaders." These influencers can include college/university administrators, local business leaders, local government officials, local religious leaders and other community leaders.

**Tip: If you are pitching a story idea to a particular reporter, read his/her column. Get to know what he/she is looking for.**

# Preparing For Media Interviews and Appearances

## Overview

Good preparation is about the only thing you have control over when it comes to an interview or media appearance, so it pays to do your homework! These guidelines will help you do your best:

- Ask the reporter for an overview of the story he is writing and what angle he is pursuing. It's okay to ask the nature of the questions he intends to ask in advance; however, reporters are not obliged to give you that information.
- If the reporter calls you, it's not necessary to respond to questions immediately. It's usually best to schedule the interview at a mutually convenient time, allowing you time to prepare. In some cases, a reporter will be on a deadline, and this will not be possible. Determine if there is any risk involved in responding at that time; if so, it's best to thank the reporter but decline the interview and offer to respond to a future need.
- Gather the appropriate facts you will need. It's a good idea to have a copy of the SIFE Fact Sheet on hand, along with the SIFE boilerplate (see page 1). If you have not sent a fact sheet to the reporter in advance, you may give him/her information at the time of the interview.
- Prepare two to three key points you wish to make. For example, these points could include a brief explanation of SIFE's mission, what you intend to achieve, or an overview of your project/goals. If you are not asked a question that enables you to make the points, offer them during your input, or when the reporter asks if there are any other points you wish to make.
- If you don't know an answer, it's okay to admit it, but offer to find out the answer and follow up immediately.
- At no time should you consider something is "off the record." Although you will want to be cordial and exchange pleasantries, it's wise to be guarded about interjecting information or stories that you do not want to read about in the next day's headlines!
- It may be possible to see a copy of the article for fact-checking purposes before it goes to press, especially if the release includes quotes, but this rarely happens. Therefore, it's a good idea to provide the fact sheet, boilerplate, your name,

title and specific data in writing. Always provide the SIFE website and your college/university contact information in hopes that this information will be published. A phone number will only be published if it is required to register for an event or request additional information, etc.

## Preparing for Television Appearances

What you say during an interview is clearly important, but when that interview is televised, your appearance and body language is just as important. Keep that in mind as you review the points below.

## Preparing for Media Interviews and Appearance

Here are a few basic steps to take before and during the interview to help make sure you're prepared.

Before the interview:

- Ask if the segment will be live or taped. If it is live, remember, there are no "re-takes."
- Ask how long the segment will be.
- Find out what day and time it will air, so you can make arrangements to record it.
- Check out the seating arrangements before you go in front of the camera to make sure your chair doesn't move. The producer will likely have taken care of this, but it's better to be safe than caught swiveling back and forth on TV.
- Be prepared – get a good night's sleep before your interview and make sure you know your key messages.
- If possible, don't utilize notes. But if necessary, jot down just a few bullet points and place them inconspicuously on a desk top or your lap.

## Your look

- Wear clothing that is flattering and doesn't wash you out on camera. Solid dark colors are your best choice.
- If you're unsure, you may want to take a few changes of clothes with you in addition to what you are wearing.
- Also ask in advance about the camera angle. Will there be a full body shot or will you be seated at a table with just your upper body showing? If you're going to be seated at a desk, you don't have to be as concerned about shoes/trousers, so wear what makes you feel comfortable.
- Avoid striped, checked, herringbone or intricate patterns – they appear to vibrate on screen and can be a big distraction.
- Avoid wearing white, black or red clothing – these colors interfere with the way TV cameras adjust lighting. For men, a blue shirt is ideal.

- Keep your jewelry simple. Shiny jewelry catches and reflects studio lights and is distracting. If you wear a watch, choose one that doesn't make noise, and avoid clunky accessories like bangle bracelets. Also, remember to silence your cell phone or Blackberry – even better, ask a colleague or the producer to hold them for you until your appearance is over.
- Bring a comb or brush, hairspray and makeup with you to the television appearance. Make sure to run a comb or brush through your hair before going on camera and apply hairspray to tame any fly-away hairs.
- Ask in advance if make-up is provided. Makeup is important, but you want to look like you, so follow the “less is more” rule. At a minimum, you should powder your nose, forehead and face to avoid looking shiny. The powder should be the same color as your skin because the camera sees makeup that's either darker or lighter than your skin tone. If a makeup artist is available, you should let them do your makeup, but don't let them go overboard.

**Tip: Arrive for your interview/appearance early so you have a chance to take a look at the set and review details with the producer. Often you will need photo identification to enter a studio, so make sure to bring it along.**

#### During the interview

- Make eye contact with the person who is interviewing you.
- Relax, but remain focused
- Use hand gestures for emphasis, but minimize movement.
- Posture is critical, remember to sit or stand up straight
- When you are introduced, smile and say hello as you would to a friend or teacher. The reporter is welcoming you into the audience's home, and you should appear authoritative, but also engaging. Follow the same cordial response at the end of the interview.
- Respond in a conversational tone (don't memorize points, but do prepare some key phrases and practice saying them out loud.)
- Thank the reporter at the end of the interview.

**Tip: If you would like to show any props during an interview, get approval before the interview and review them with the producer in advance of the airing or taping.**

## Collateral Materials

Collateral materials comprise support information that helps to educate others about your team such as brochures, fact sheets or an annual report. Many of these items are ideal to distribute to prospective team members, sponsors, donors, Business Advisory Board members and the media to help create awareness and understanding. The following are current, approved materials that are available online.

- **Fact Sheet:** <http://www.sife.org/SiteCollectionDocuments/Publications/SIFEwhqfactsheet.pdf>
- **SIFE Website:** [www.sife.org](http://www.sife.org)

You should keep an up-to-date list of items available to your team, both from SIFE as well as from your college/university and team.

**Tip: Include a date somewhere on every printed piece to make sure you keep materials updated and that you are using the most current piece.**

## Creating a Media Kit

A media kit typically comprises a folder filled with materials that will support the needs of a reporter. It should only contain information pertinent for the particular reporter. You can send this kit to a reporter when you propose a story, or supply it after a reporter has booked you for an interview. It is also very useful to present a media kit to a potential sponsor, donor or perspective Business Advisory Board candidate. For example, the kit could include:

- A current press release (if you have one that outlines the proposed story)
- SIFE Fact Sheet
- University Fact Sheet or brochure
- Your most recent SIFE Annual Report
- Any relevant video (in DVD form)
- An overview or case study of a particular project that you want to discuss
- A listing with titles of people who might be named in the story
- Previous press releases or articles that may be of interest (limit to 2 or 3)
- A business card

The Media Kit should be kept up-to-date, and should be revised to meet each reporter's or recipients specific needs. Electronic media kits are also popular and can be housed on your college/university's or Team's website.

# Marketing Your Success

Once you have successfully secured a terrific article in the paper or a news piece on TV, you can make it “keep working for you.” Like the old saying says, if a tree falls and no one is there to hear it, did it really make a sound? You can make sure you make some “noise” with your media coverage:

- When a press release is distributed to the media, send copies to relevant additional audiences at your college/university, Business Advisory Board members, potential donors, etc. A personal note attached makes even better impact.
- When an article appears about your SIFE team, secure permission from the publication to copy it. Send a copy with a personal note to relevant targets.
- Consider placing releases or articles on your college/university website.
- Send an e-mail to your targets with the embedded URL for a media piece (so they can view a TV segment, hear a radio interview or read an article). It’s not necessary to send the original in these cases.
- And of course, make sure everyone on your team gets to see the clips!

## Getting copies of stories

- Set up Google News Alerts to receive copies via email of articles that run online.
- If a paper doesn’t have an online edition, see if your college/university’s PR department subscribes to local newspapers and if they’d be willing to let you make copies of any stories that run.
- If teams can’t record TV spots, most broadcast channels post the transcripts of stories online.

**Tip: Remember to always secure permission to reprint or photocopy print or electronic clips of stories.**

## Measuring Media Exposure

It’s important to track and measure the success of your media efforts. Compile a Clip Report that shows the potential impact of your message. You can use the following tools to keep track of your work:

- **Reach:** For broadcast media it is the estimated number of unduplicated or different households or persons who viewed a specific station at least once for five minutes during the average week for the reported period of time. For print media,

this equals circulation (the number of people who read the publication).

- **Frequency:** The average number of times the unduplicated viewers (or readers) will be exposed to the schedule of spots. (How often does the advertisement or spot run?)
- **Gross Impressions:** The average number of persons who view (or read) at the time the spot is run, multiplied by the number of times the spot or program is run. (Reach x Frequency = Gross Impressions)

Note: These metrics are only for media exposure, NOT for SIFE project outcomes.

# Basic Style and Usage Guidelines

## SIFE Brand

Beyond the people who participate in SIFE and those we serve, The SIFE brand is our most valuable asset. Our brand value is only realized when we understand it and communicate it clearly and consistently.

Following these guidelines will help:

- Increase the quality, impact and professionalism of your communications
- Avoid presenting an inconsistent or confusing image
- Save on preparation time

Note: The following information offers general basic usage guidelines. Complete information on logos, fonts and usage can be found at [www.sife.org](http://www.sife.org).

To download and review the SIFE Brand Usage Guidelines, please follow these steps:

1. Go to **sife.org**
2. Log in using your Username and Password
3. On the left-hand menu, select

### SIFE Resources

4. Under SIFE Resources, select

### Brand Guidelines

5. Click on the **Style Guide** link to review the SIFE Brand Usage Guidelines

## Logo Usage

### SIFE Logo

Upon approval of your institution for membership in SIFE, the SIFE faculty advisor and student team members are authorized to use the SIFE name and logo in association with their team’s operational

activities and educational outreach projects within their home county, so long as those activities are consistent with SIFE's mission and official Code of Conduct.

### **SIFE Team Logo**

SIFE teams are not permitted to reproduce the SIFE name or logo without the attachment of their college/university name. Examples of the SIFE logo and how the institute name should be attached are available online in the SIFE Brand Usage Guidelines mentioned above.

### **Brand Guidelines**

The SIFE Brand Usage Guidelines contain the complete terms and conditions for use of the SIFE Brand by individual teams. They define the visual and verbal elements that make up the SIFE brand including explanations, guidelines and indications on how to produce professional co-branded marketing tools.

### **Representation as Members of the SIFE Network**

SIFE teams should be aware that unless they receive express permission to do so, they are not authorized to speak on behalf of or otherwise represent SIFE USA or the SIFE World Headquarters. In communications within the SIFE network or to outside interested constituencies, SIFE teams are expected to make absolutely clear that they represent only the SIFE team of their particular institution.

### **Operating Under the SIFE Trademark Outside the USA**

SIFE teams are authorized to conduct educational outreach projects using the SIFE trademark in their home countries. They are also extended authorization to use the SIFE name and logo while conducting educational outreach projects in countries outside their home county that have officially established SIFE national organizations, so long as they:

1. Follow the same trademark guidelines outlined in this section.
2. Inform your SIFE USA Campus Program Manager via email of your intention to go abroad. There is no formal registration process, but teams should know that their Campus Program Manager is a resource that can provide guidance/ advice on appropriately conducting projects abroad. Teams will also be required to report their international activities at the end of the year on the SIFE Team Data Sheet.

Due to legal or organizational considerations, there may be occasions when teams are asked to suspend the use of the SIFE trademark while operating in one of these countries. In those cases, the team would still be able to continue their educational projects but would simply not be able to represent those activities in the country as being conducted by an official member of the SIFE network or to use the SIFE trademark.

SIFE teams are not authorized to use the SIFE trademark or represent themselves as approved members of the SIFE network in any country outside their home country that does not have an officially established SIFE national organization. Requests for exceptions to this rule may be made to SIFE World Headquarters.

The license herein granted to SIFE faculty advisors, student team members shall not be exclusive, and SIFE faculty advisors and student team members hereby recognize that SIFE World Headquarters may license the marks to other persons or individuals now and in the future. This license may be terminated at any time and for any reason, including the violation of the terms and conditions of participating in the SIFE organization. Any person known to be using SIFE's trademarks while not affiliated with SIFE or who is using these marks in violation of the this document should be reported to SIFE World Headquarters immediately.

A list of countries with official SIFE national organizations can be found at [www.sife.org](http://www.sife.org).

### **Type Faces**

Typography plays an important role in the SIFE identity. Consistent typography expresses our commitment to professional excellence.

When possible, Trade Gothic should be used in all printed marketing materials. If Trade Gothic is not available, Arial can be used. For all electronic materials (PowerPoint, emails, Word documents, etc.) Arial should always be used.

### **Use of Registered Trademark®**

A trademark, represented by ®, is a distinctive indicator used by SIFE to identify and differentiate our organization to the public. The registered symbol, ®, should be used consistently with the SIFE logo as noted in the logo usage section, and when possible, after the first usage of the word SIFE in formal writing (advertisements, brochures, articles)

# Media Templates

The following templates are available to help you prepare press releases that will support your efforts with the media. By utilizing the first five releases, you should be able to secure several stories throughout the season.

Simply follow the guidelines, prepare the release on your college/university or SIFE team letterhead, gain all necessary approvals, and you are set to go!

1. Season Kick-off Release
2. Business Advisory Board Member Release
3. Project Release
4. Regional Competition Release
5. Sam Walton Free Enterprise Fellow Release
6. SIFE USA National Exposition Release
7. Media advisory if you would like media to attend an event

## Season Kick-off Release

**Target Release Date:** September. Customize where indicated for your SIFE team and distribute to press and appropriate contact list.

### **[YOUR UNIVERSITY NAME] SIFE STUDENTS HELP OTHERS WHILE THEY HELP THEMSELVES**

[City, State], [Month, Day, Year] – The [Your University Name] SIFE team is planning educational outreach projects for the coming year. The team comprises a diverse group of students from all disciplines who take what they're learning in the classroom and apply it to real-life situations, using their knowledge to create projects that improve the quality of life and standard of living for people in their community and around the world.

[Faculty Advisor Name and Title] will serve as advisor for the [Your School] SIFE team. (If your advisor has already been named a Sam Walton Fellow, you may include the following sentence:) [Faculty Advisor Name] was named a Sam M. Walton Free Enterprise Fellow in recognition of [his/her] leadership and support of the SIFE program at [Your School]. [Quote from your advisor.]

[If you won awards last year, add a sentence about them, or name some of the students who will be leading your SIFE team, or describe one of your upcoming projects.]

[You may also wish to include a quote from a student about the benefits of being a SIFE member.]

In the spring, the [Your School] SIFE team will compete at one of the SIFE USA Regional Competitions held in eleven cities nationwide. Each team's 24-minute multi-media presentation will be judged by a panel of prominent business and community leaders who will determine how well the students helped others by creating economic opportunity. During the event, the students also will have the chance to land top jobs as they meet with recruiters at a Career Fair. Regional Champions advance to the national competition at the 2011 SIFE USA National Exposition, May 10-12 in Minneapolis, MN. The national champion will travel to Kuala Lumpur, Malaysia to compete at the SIFE World Cup in October 2011.

[This last paragraph should contain basic information about your SIFE team – how long it has been operating, how many members, any recent awards, a website address if your team has its own website, and contact info: name(s), phone number(s), and email addresses(es).]

###

#### **SIFE (Students In Free Enterprise)**

SIFE is an international non-profit organization that brings together the leaders of today and tomorrow to create a better, more sustainable world through the positive power of business. Founded in 1975, SIFE has active programs on more than 1500 college and university campuses in 40 countries. Through projects that improve the lives of people worldwide, the university students, academic professionals and industry leaders who participate in SIFE are demonstrating that individuals with a knowledge and passion for business can be a powerful force for change. For more information, contact SIFE World Headquarters at +1 417 831 9505 or [Your College/University Name and Contact Phone Number], or visit [www.sife.org](http://www.sife.org).

Contact: [SIFE team member or Faculty Advisor]  
[Phone Number and e-mail address]

## Business Advisory Board Member Press Release

**Target Release Date:** As soon as possible after person has been named to your Business Advisory Board

**Don't Forget:** Make sure you get the BAB member's approval before distributing the release, and ask if he/she has a high quality headshot you can distribute with it. Then be sure to include a photo caption with the person's name, title and company. Customize where indicated for your SIFE team and distribute to press and appropriate contact list.

### **[BUSINESSPERSON'S NAME] NAMED TO [YOUR UNIVERSITY] SIFE TEAM'S BUSINESS ADVISORY BOARD**

[City, State], [Month, Day, Year] – [BAB member's name] has been named to the Business Advisory Board of the [Your University Name] SIFE team. [BAB member's name] is a [title] with [company].

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[This paragraph should describe the BAB member's current position {how long with his/her company, responsibilities} and detail his/her involvement with SIFE.]

[Here you can include a quotation from the BAB member about why/how he/she got involved with SIFE, and/or what he/she likes most about his/her involvement.]

[Then you can include another quotation from the Faculty Advisor or a SIFE team member about how this BAB member helps the team.]

[This last paragraph should contain basic information about your SIFE team – how long it has been operating, how many members, any recent awards, a website address if your team has its own website, and contact info: name(s), phone number(s), and email address(es).]

###

[boilerplate about the BAB member's company]

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Contact: [SIFE team member or Faculty Advisor]  
[Phone Number and e-mail address]

## Project Press Release

**Target Release Date:** 3-4 weeks before your project's main event, or the week that your project begins, or a week before it ends. Customize where indicated for your SIFE team and distribute to press and appropriate contact list.

### **[YOUR UNIVERSITY NAME] SIFE STUDENTS WORK TO INCREASE ECONOMIC OPPORTUNITY IN THEIR COMMUNITY**

[City, State], [Month, Day, Year] – [In this first paragraph, briefly outline your project – who you are helping and how you will help them. If there is a specific event you wish the media to cover, give details in **boldface type: date, place, time, duration.**]

[This second paragraph should include more details such as the number of people you expect to help and what (if any) other organizations are working with you. It must include contact information in case the editor only has room to print these first two paragraphs, so be sure to end with: For more information, contact {name} at {phone number and/or email address}, or visit {website}.]

[You should include a quotation here from your Faculty Advisor, or possibly someone from an outside organization that is involved with the project.]

[If you are sending out this release towards the completion of your project, include results such as how many people were reached, how many SIFE team members were involved and how many hours they spent, and if possible another quotation from one of the people you helped. You may also wish to include a photo with a caption.]

[This last paragraph should contain basic information about your SIFE team – how long it has been operating, how many members, any recent awards, a website address if your team has its own website, and contact info: name(s), phone number(s), and email address(es).]

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Contact: [SIFE team member or Faculty Advisor]  
[Phone Number and e-mail address]

## Regional Competition Release

**Target Release Date:** Within one week after your team has competed at a SIFE USA Regional Competition. Customize where indicated for your SIFE team and distribute to press and appropriate contact list.

[City, State], [Month, Day, Year] – The [Your School] SIFE team traveled to [city, state of competition] for the SIFE USA Regional Competition held [date].

Competing against more than [##] teams, the [Your School] students presented a 24-minute multi-media summary of the educational outreach projects they developed and implemented throughout the year. They were judged by a panel of area business and community leaders on how well they created economic opportunity by helping others. {If your team was named a Regional Champion you may include the following sentence :} Named a Regional Champion for its efforts, the team will travel to Minneapolis, MN to compete against other SIFE USA Regional Champions from around the country at the SIFE USA National Exposition, May 10-12. ([www.sife.org](http://www.sife.org))

[If you captured other awards, list them here – with or without monetary value – and list your participating student team members. Note others who have supported your team efforts.]

In addition to competition, students had the opportunity to interview for jobs and internships during a Career Fair with representatives from more than [##] SIFE partner companies. Keynote speaker at the event was [Name, Title, Company, City, State].

[Faculty Advisor Name] served as advisor for the SIFE team and was named a Sam M. Walton Free Enterprise Fellow in recognition of [his/her] leadership and support of the SIFE program at [Your School]. [Quote from your faculty advisor.]

[This last paragraph should contain basic information about your SIFE team – how long it has been operating, how many members, any recent awards, a website address if your team has its own website, and contact info: name(s), phone number(s), and email address(es).]

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Contact: [SIFE team member or Faculty Advisor]  
[Phone Number and e-mail address]

## Sam M. Walton Free Enterprise Fellow Press Release

**Target Release Date:** One week after your team attends a SIFE USA Regional Competition. Customize where indicated for your SIFE team and distribute to press and appropriate contact list.

### **[YOUR FACULTY ADVISOR'S NAME] NAMED SIFE SAM M. WALTON FREE ENTERPRISE FELLOW AT [YOUR UNIVERSITY NAME]**

[City, State], [Month, Day, Year] – [Faculty Advisor's Name, Title] has been named a Sam M. Walton Free Enterprise Fellow for the SIFE team at [Your School]. Active on more than 1500 college and university campuses in 39 countries, SIFE (Students In Free Enterprise) connects generations of leaders to create a better, more sustainable world through the positive power of business. ([www.sife.org](http://www.sife.org))

Under the direction of [Faculty Advisor's Name], the [Your School] SIFE team presented its educational outreach projects at the SIFE USA Regional Competition held [Date of your regional] in [your regional City]. [If your team captured any awards, list them here.] The students presented their program to a panel of business and community leaders who rated the overall effectiveness of each team's efforts to help others by creating economic opportunity. Regional Champions named at eleven competitions held around the country will present their projects at the 2010 SIFE USA National Exposition, May 10-12 in Minneapolis, MN. The national champion will travel to Kuala Lumpur, Malaysia to compete at the 2011 SIFE World Cup in October.

More than [obtain # from SIFE HQ] Sam Walton Fellows nationwide train and motivate more than [obtain # from SIFE HQ] SIFE team members annually. The Fellowship was created in 1990 by the Walmart Foundation and is named for Samuel More Walton, founder of Walmart Stores, Inc. "We are proud that the Walton family invited SIFE to use Mr. Walton's name to give the Free Enterprise Fellows a standard by which to lead and be recognized," said Alvin Rohrs, President & CEO of SIFE. "The Sam Walton Fellows inspire their students and are America's most effective teachers of free enterprise."

[This last paragraph should contain basic information about your SIFE team – how long it has been operating, how many members, any recent awards, a website address if your team has its own website, and contact info: name(s), phone number(s), and email address(es).]

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Contact: [SIFE team member or Faculty Advisor]  
[Phone Number and e-mail address]

## National Exposition Release

**Target Release Date:** Within one week after your team has competed at the SIFE USA National Exposition. Customize where indicated for your SIFE team and distribute to press and appropriate contact list.

### [YOUR UNIVERSITY NAME] SIFE TEAM CAPTURES HONORS[COMPETES] AT NATIONAL COMPETITION

[City, State], [Month, Day, Year] – The [Your School] SIFE team traveled to Minneapolis, MN May 10-12 for the SIFE USA National Exposition, one of the largest collegiate competitions in the country, to demonstrate how they embodied the positive power of business throughout the year.

During national competition, SIFE teams presented 24-minute multi-media summaries of the educational outreach projects they developed and implemented throughout the year. They were judged on how well they created economic opportunity by helping others by panels drawn from more than [###] of the nation's top business and community leaders. The SIFE USA National Champion will compete at the 2011 SIFE World Cup in Kuala Lumpur, Malaysia October 3-5. ([www.sife.org](http://www.sife.org))

[###] teams representing more than 4000 students from around the country participated in the event. Earlier in the school year, each team competed at one of eleven SIFE USA Regional Competitions. The [Your School] SIFE team was named Regional Champion at the [City and State of Your Competition] SIFE USA Regional Competition held on [Date of Regional Competition].

[If you captured awards, list them here – with or without monetary value – and list your participating student team members. Note others who have supported your team efforts.]

In addition to competition, students had the opportunity to network as well as interview for jobs and internships during a two-day Career Fair with representatives from more than [##] SIFE partner companies. Keynote speaker at the SIFE USA National Exposition was [Name, Title, Company, City, State].

[Faculty Advisor Name] served as advisor for the SIFE team and was named a Sam M. Walton Free Enterprise Fellow in recognition of [his/her] leadership and support of the SIFE program at [Your School]. [Quote from your Faculty Advisor.]

[This last paragraph should contain basic information about your SIFE team – how long it has been operating, how many members, any recent awards, a website address if your team has its own website, and contact info: name(s), phone number(s), and email address(es).]

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Contact: [SIFE team member or Faculty Advisor]  
[Phone Number and e-mail address]

## Media Advisory

**Target Release Date:** One week before the event date, with a follow-up phone call 2 days before the event date. Customize where indicated for your SIFE team and distribute to press and appropriate contact list.

-- Media Advisory --

### [YOUR UNIVERSITY NAME] SIFE TEAM PROVES THE POSITIVE POWER OF BUSINESS BY HELPING OTHERS

**What:** [Give the title of your project here, or a brief 1-2 line description]

**When:** [This should be the day, date and time]

**Where:** [Give the location here – building name if applicable, street address, city, state, with a phone number or website address for directions]

#### **Background:**

[Here is where you can give details about your project. This should be no more than a paragraph, just enough to give the media an idea of what they will see if they decide to attend. Include who you are helping and how you are helping them.]

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**The standard boilerplate is too long for this type of document, which is designed only to get press to attend an event. It is not meant for a writer to use as a resource, so only minimal info is given. The writer also should be given/have a press release and/or fact sheet that includes the full boilerplate.**

#### **Photo/Interview Opportunities:**

[start time] – [end time] [Here you want to let the media know what will be the best time or times to attend to get compelling photographs or video footage. Think of what will be the most interesting visually.]

[start time] – [end time] [If you are including an interview opportunity, give the person's name, title, company, times available and relevance to what you are doing.]

Contact: [SIFE team member or Faculty Advisor]  
[Phone Number and e-mail address]