

Press Releases:

Sections are encouraged to come to us for help with press release development and distribution. If time is an issue, forward all the information (include a photo if appropriate) and we will write it for you. Plan on a turnaround time of at least three weeks. Specific releases related to the Annual Meeting, including photography needs, should be submitted no later than the end of August each year.

Press Release Guidelines

Depending on the message, State Bar press releases are targeted for either regional or statewide distribution. Every release is sent to the state's legal newspapers – the Detroit, Macomb County, Oakland, Flint-Genesee, Ingham County, and Jackson Legal Newspapers and *Michigan Lawyers Weekly*. Among the daily newspapers we contact are the *Detroit News*, the *Detroit Free Press*, the *Oakland Press*, the *Ann Arbor News*, the *Flint Journal*, the *Grand Rapids Press*, the *Holland Sentinel*, the *Lansing State Journal*, the *Saginaw News*, and the *Traverse City Record-Eagle*. Press releases are sent via e-mail.

In order for us to best assist you, either draft a news release or – if time is an issue – simply state the facts as clearly as possible and e-mail the information to us. Here are a few suggestions to bear in mind when drafting a news release:

- Writing a press release is basically reporting a significant new development. *Note: Not every development warrants a press release. We will advise you as to the suitability of for a press release to deliver your message.* Select the most important aspect of the story, and report it in clearly. Avoid legal terms. Remember the “five W’s and one H” – who, what, when, why, where, and how.
- Start with the most important facts. Information appearing higher in a press release has a better chance of being printed.
- If possible, cite someone as a spokesperson who is issuing the story.
- Remember to include a contact number so that you can be reached for more information.
- Timing is important – when do you want your message out? If a registration deadline is involved, be sure to send the draft press release at least three weeks ahead of time. If you don't want the story released until a specific time, please indicate that clearly at the top of the release.
- Send us your draft directly by e-mail. Once it is reworked, reviewed, and proofed, it is distributed. Check the Bar's website at www.michbar.org. News releases appear on the right column, under News from the Bar. We also have a second page for news from sections and committees, the Michigan State Bar Foundation, bar associations, etc.
- In the rare instances when a press release containing an error is distributed, contact us immediately so we can issue a corrected release if time permits.

If photos are appropriate, include them with the release. Electronic submissions are preferred, but a traditional print will also work. Photographs submitted electronically must be JPEG or TIFF format files with a resolution at actual size no less than 300 DPI (color) or 150 DPI (grayscale). Prints should be no smaller than 2" x 3" or larger. Do not submit photos taken from or prepared for the Internet. The resolution is insufficient for printed publications.

Contacts for Media and Public Relations:

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More information about Media Resources can be found on our website at www.michbar.org. Go to Media Resources.