

## Issuing Press Releases

A press release is a simple statement that informs members of the press and others about an upcoming or recent event or activity. You may wish to issue press releases concerning grants by your foundation. But it is more common for the recipient organization to draft a press release describing the project and acknowledging supporters as part of the statement. It can be useful for you to establish a policy about press releases, determine whether you want to participate or not, and decide who will handle calls and provide information for the beneficiaries when they want to create a release.

### Basic Contents of a Press Release

- Date of release, when the media can publish the information;
- Name and telephone number of person for further contact and information;
- Headline that presents the key message;
- Lead paragraph that states the top news element: the What:
  - Where and When, if an event is being announced;
  - Who, if the news is about a person;
- Second paragraph that presents the Why and the How;
- Third paragraph with further details;
- Fourth paragraph with a quotation from the founder, a trustee, or other person in authority;
- Additional details;
- No longer than 400 words.

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11

## Press Release Announces Named Gift (Excerpt)

FOR RELEASE ON  
October 29, 2001

Contact: Robert Tobon  
414/224-6470, ext. 115

### HELEN BADER FOUNDATION, IN LARGEST GRANT TO DATE, Awards \$5 Million for UW-Milwaukee's Focus on Aging

(Milwaukee) – The Helen Bader Foundation has awarded a five-year, \$5 million grant to the University of Wisconsin-Milwaukee's School of Social Welfare, the largest grant in the Foundation's 10-year history and the largest grant ever received by a UWM school. In recognition of this gift, and of the Foundation's support of UWM over the past 10 years, UWM has renamed the School of Social Welfare in honor of the late Helen Bader, a 1981 graduate of the School.

The \$5 million grant establishes an endowed chair in gerontology within the School of Social Welfare and the Helen Bader Scholarship Fund to assist UWM students throughout the university in preparing for careers in gerontology and age-related studies.

"In the next few years, there will be an urgent need to address the many day-to-day aspects of growing older," said Daniel Bader, son of Helen Bader and president of the Foundation. "UWM has a long track record of working with the community in developing fresh, creative approaches to aging. I know that my mother would be pleased that UWM will continue her passion for helping older adults live better lives."

Helen Bader earned her Masters in Social Work at age 53, after she and her former husband, Alfred, built the Aldrich Chemical Company. After graduation from UWM, she began working with residents at the Milwaukee Jewish Home and Care Center, where many older adults were living with Alzheimer's disease. She used music and dance to reach residents, and she worked at the Center until her death in 1989....