



## INFOSHEET: Sample Newsletter Articles

There are a number of opportunities to provide the local media – print, broadcast or social media with details about the project. Here are a few thoughts to help you with developing articles for your local newspaper

- Find out the name of the contact for the newspaper and have a discussion with that person about deadlines, preference of material submitted, any desire for photographs. Media may prefer digital files rather than paper copies.
- Invite the media to any public event.
- Provide the newspaper with background about the initiative.
- Be available for follow up interviews or requests for more information.
- Follow up with the media outlet after you have issued the news release.
- Use Canadian Press stylebook [www.thecanadianpress.com/books.aspx?id=182](http://www.thecanadianpress.com/books.aspx?id=182)

### Your news release should include:

- Date of release
- Headline
- Details for the reader
  - Who
  - What
  - Where
  - When
  - Why
  - How
- Contact information

### SAMPLE 1:

Media Release  
For immediate release  
[Date]

#### Symposium To Explore Practical, Local Ways To Get Kids Moving More

[Your Town] – Community partners from a variety of backgrounds will come together February X, 2007, to explore ways to create a healthy, active community and develop realistic local strategies to get more kids, more active, more often.

[Your Town] *in motion* will host the one-day Moving Together Symposium in partnership with Saskatchewan *in motion*. The event is designed to share what’s already happening in our community and create practical local solutions for getting kids moving more.

“Less than 15% of Saskatchewan kids are active enough to meet national guidelines,” says [Name and title].

“A look around town will tell you that the same is here in [community] and we all have a role to play in the solution.”

Keynote speaker [Name] [Add a brief two-sentence description of the key note speaker.]

The symposium is open to all interested individuals and organizations. To take part please contact [Your name and number].

Community Contact  
[Your Town] *in motion*  
[contact information]

**SAMPLE 2:**

Media Release  
For immediate release  
[Date]

**Community Partners Develop Strategies For Increasing Physical Activity In Your Town**

[Your Town] – Community leaders from a variety of backgrounds came together [Date] to explore ways to create a healthy, active community and develop realistic local strategies to get more kids, more active, more often.

Moving Together: Solutions for Physically Active Communities was a one-day symposium hosted by [Your Town] *in motion*. The event was designed to develop practical local solutions. More than XX attended the symposium to hear from experts like Mark Fenton, one of North America's foremost authorities on building community environments that increase physical activity.

"The way we build our communities can have a significant affect on our physical and social health," says [Name] of [Your Town] *in motion*. "There's a lot we can do to make it easier for kids – and adults as well – to be physically active."

At the end of the event, participants came up with a list of local actions that will help make [Your Town] more physical-activity-friendly. Although details are yet to be ironed out that list includes:

- Item one (e.g. taking an inventory of the condition of cross walks in the community)
- Item two
- Item three

"To develop effective lasting strategies, we all need to work together," says [Name]. "The symposium drove that point home and gave us a great start."

[Your Town] *in motion* will share more detailed information about the group's plans in the near future. Details will be made available through public meetings, [list method] and on the web at [www.saskatchewaninmotion.ca/\[YourTown\]](http://www.saskatchewaninmotion.ca/[YourTown]).

Community Contact  
[Your Town] *in motion*  
[contact information]