

Press/News Release

The goal of a press release is to provide enough information for the receiver to publish their own story.

Be sure to share any media coverage on your chapter's website or social media and in newsletters.

Reasons to send a press release:

- Individual/chapter earns an award
- Large scale community/university professional, social, service events (pre & post)
- Individual/chapter wins competition/grant
- Chapter member elected to student body

Send to local and university:

- Newspapers, newsletters and magazines
- Television stations
- Visitors bureau for placement on event calendars and website

Please also send to magazine@dsp.org.

Sample News Release:

NAME

FOR RELEASE:

IMMEDIATE or DATES

Delta Sigma Pi Officer Title

PHONE #

EMAIL

Captivating Headline

Sub headline that directly correlates to headline

First paragraph: Cover the crucial information here. State the who, what, when, where, why and how. The reader may stop after the first paragraph and you don't want them to miss the most important details. Assume to reader knows nothing about Delta Sigma Pi. Use "the Delta Sigma Pi chapter at (University/College)" to avoid confusion between chapter name and our name.

Second paragraph: Use a quote to include story details and show why this story is important. It should be attributed to the executive committee member responsible for the story. It can also be from someone directly impacted by the story.

Third paragraph: Support the story with non-essential information that adds value. Keep it short.

Boilerplate: Delta Sigma Pi is the nation's largest and first co-ed, professional business fraternity that encourages personal and professional development of men and women pursuing careers in business. The Fraternity is one of the most diverse Greek organizations supporting scholastic, professional and service events on campuses and in communities. Delta Sigma Pi provides high-quality training and events to shape ethical leaders of tomorrow in business, communities, and the world at large. Delta Sigma Pi has grown from its founding at New York University in 1907 by four men of diverse faiths and backgrounds to an extensive network of more than 250 chapters and 275,000 members. To learn more about Delta Sigma Pi, visit dsp.org.

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Sample follows

Wright Receives Highest Honor

Northwestern student will serve on Delta Sigma Pi's Board of Directors

Gig Wright, a member of Delta Sigma Pi at Northwestern University, was recognized as National Collegian of the Year this week, an award presented annually to one collegiate member who most exemplifies the values and ideals of the Fraternity. The highest honor bestowed upon a collegiate member, Wright will have the opportunity to serve as a voting member of the Board of Directors for a two-year term.

"This is a dream come true," says Wright. "I am looking forward to serving on the Board of Directors to add value and dedicate my time to Delta Sigma Pi, which has given me so much."

Wright will also receive a \$5,000 academic scholarship from the Delta Sigma Pi Leadership Foundation, made possible by generous donors Mr. and Mrs. Sydney A. Sparks along with a pearl and ruby fraternity badge.

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