

TBLM Mod.4.4#2: Invention Convention Press Release

A press release should include the five Ws (Who, What, Where, When, and Why). Use the sample below to create a short catchy text. Focus on why the Invention Convention is something unique that is worth featuring in the media.

Local newspapers or community inserts in major weekly newspapers usually go to press several days before delivery. They should be contacted three weeks before the event. Dailies may have more latitude with time, and a notice of two weeks is probably sufficient.

To be most effective, find the name of a contact person in the media to whom you should direct the press release. This may be the community reporter or the school events reporter. Better yet, find out whether a parent in your school has ties to the media.

Allow for a delivery time of three or more days, depending on the season. Then telephone the person to whom the press release was addressed. Be prepared to answer questions about why the advertised event is worthy of media attention. If the reporter does not make a commitment when first contacted, call back one week later.

Invention Convention

The Grade 6 students at (school) _____
and their teacher, M _____, are hosting an Invention Convention.

The students showed much creativity in surveying needs
and in developing, testing, and promoting their own inventions.

This event is the culmination of a six-week interdisciplinary project called
Inventions, Innovations, and Discoveries,
which is based on the Manitoba Grade 6 curriculum.

The Invention Convention will take place on (date, time): _____

at (school name, address, location): _____

For more information, contact:
(Name and school telephone number)
