

Crafting a News Release that Works

The purpose of a news release is to provide media with news about your hospital. You might use a news release to announce the release of a new report, publicize an upcoming event, or provide new information about a program, issue, or other topic of importance to your hospital. News releases should be used only when you have real news. Use this template as a guide for developing your own news releases. Use the format provided. If any of the sections do not fit your topic, just delete them and add your own sections as needed.

News Release Tips

- Only issue a release when you have something of substance to communicate and be sure it is “news” and not advertising
- Start with a brief description of the news, then distinguish who announced it, and not the other way around
- Ask yourself, "How are people going to relate to this and will they be able to connect?"
- Make sure the first 10 words of your release are effective, as they are the most important
- Avoid excessive use of adjectives, jargon, technical language and acronyms. Never use a \$5 word when a 25¢ word will do.
- Deal with the facts
- Provide as much contact information as possible: individual to contact, address, phone, fax, email, website address
- Make it as easy as possible for media representatives to do their jobs
- Timing is crucial: give media a days' notice for events, and more notice for in-depth feature-type issues

Hospital Logo Here

FOR IMMEDIATE RELEASE: (**date**) *Put the date that you want the information released*

“Title Here” (Example: New Nurses Anxious to Get an Upper Hand on Hospital Technology)

CITY, PROVINCE – The opening paragraph should be brief but explain all the important points. This paragraph should be anywhere from 3 to 5 sentences long. It should define the event or announcement, date, time and the important people involved.

Quote

The next paragraph goes into more detail. For example, this section could explain the importance of the event or initiative and why it’s taking place. This is a good place to mention that the program and its participants depend on grants, endowments and other outside funding. In general, remember that the most important information should be placed at the beginning of the article - information at the end is less likely to be read.

Quote

Another section could talk about the need for your particular program(s). This is where you’ll go in detail about how it got started and what services you offer. Once again, you should keep paragraphs at about 3 to 5 sentences in length.

The very last paragraph is usually the “boilerplate” where you explain who your organization is and what it does. It is usually no more than 3 or 4 sentences. **Example: SRN Hospital is a 25-bed acute care facility that is a recognized leader in the provision of patient care in Northern Ontario. The hospital provides 24-hour emergency care and complex continuing care services with physicians on-site or on-call. For more information about SRN Hospital, please visit www.on.ca**

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(This mark lets the reader know that it is the end of the article.)

Contact Information:

Communications Director Name

Phone number

E-mail

Website

News Release Template 1: Funding Announcement

FOR IMMEDIATE RELEASE - January 1, 2007

\$2 million Grant Boosts (Name of Procedure) Program at (Hospital)

Small River, ON – SRN Hospital is increasing the number of (name of procedure) services available to Northwestern Ontario residents as part of a \$0.0 deal with the Ministry of Health and Long-Term Care, SRN CEO Jane Smith announced today.

The agreement will allow the hospital to perform 100 more (name of procedure) each year, reducing the time patients wait for the procedure and the need to travel to other jurisdictions to have the procedure done, Smith said.

"The community is growing and a large portion of our residents are aging at the same time," she said. "The demand for the service is on the rise and this funding will help us meet that need."

Provincial Health Minister George Smitherman committed to reviewing the funding allotted to SRN for (name of procedure) when he visited the region last year. Smith said the announcement is a result of negotiations with the Ministry since then.

"We're on the side of residents of Northwestern Ontario who want and deserve the best health care, including access to (name of procedure) services," Smitherman said. "We have asked the hospital to provide more of these services and ensure close-to-home treatment for those who need access to this important (cardiac) procedure."

(Name of procedure) is a medical procedure in which (brief description of procedure). Establishing a (name of procedure) service in (your region) will fulfill a key recommendation from (recent Integrated Service Plan or other study).

"This is great news for the people of Northwestern Ontario," said John Doe, MPP for (your riding). "This announcement is another indication of the commitment of people in the region to working with their hospital to ensure their needs are heard by government."

About SRN Hospital

SRN Hospital is a 25-bed acute care facility that is a recognized leader in the provision of patient care in Northern Ontario. The hospital provides 24-hour emergency care and complex continuing care services with physicians on-site or on-call. For more information about SRN Hospital, please visit www.on.ca.

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For further information please contact

John Smith
Communications Co-ordinator
Name of Hospital, Phone number

News Release Template 2: Event

FOR IMMEDIATE RELEASE - January 30, 2007

SRN Hospital Honours Nursing Excellence at Career Fair

Small River, ON -- Nursing leaders and recruiting specialists teamed up this week to speak to newly graduating nursing students about the excellent career opportunities SRN Hospital offers.

About 25 to 40 graduating nurses stopped by the SRN Hospital booth at the Canadian Nursing Students' Association (CNSA) conference on January 27 to learn more about how their career ambitions might fit in with our organization.

"People are our number one resource at SRN Hospital and we need to do everything we can to keep and attract the brightest minds and biggest hearts to our wonderful caring community," said Jane Smith, Director of Human Resources at SRN Hospital.

Like other hospitals, SRN needs to retain and attract nurses and other health-care professionals to provide the best medicine possible to our patients at a time when statistics suggest the industry will be facing labour shortages in the future.

Recently, SRN was named a Top 10 employer in Northern Ontario, and the recruiting team spoke to nurses about initiatives such as specialty nursing education programs across Ontario, career development and life-long learning, coupled with a team environment and a focus on employee wellness.

SRN recruiters will also visit other job fairs this year as part of the new graduate initiative designed to build bridges with newly graduating nurses looking for career opportunities in small communities.

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For further information please contact

John Smith

Communications Co-ordinator

Name of Hospital

Phone number

SRN Hospital Fighting Infection with Latest Technology

New cleaning system will protect patients and staff

Small River, ON --- SRN Hospital's Facilities Management team is keeping pace with technology by introducing a new method of cleaning called the (name of procedure). The new system signals an end to traditional cleaning methods and is expected to provide a safer environment for patients, staff and visitors.

"With the growing concern and awareness over infections and "super bugs" in hospitals today, there has never been a greater focus on hygiene," says Jane Doe, SRN Hospital Manager of Housekeeping. "Health care institutions are becoming increasingly vigilant when it comes to keeping their facilities clean and safe for patients and staff."

(New technology) is an ultra-fine synthetic fiber that is strong and lint-free. The density of the tiny fibers traps dust and dirt preventing it from being redistributed throughout the room. Holding six times its weight in water, the fiber will reduce water and chemical consumption by 50 per cent, improving air quality for patients and staff and contributing to added energy savings for the hospital. The system also reduces the risk of cross contamination, as pads are colour coded depending on the area in which they are to be used, and soiled pads are simply washed and reused once a room is cleaned.

The new microfiber system is now in use at the Memorial and Regional Cancer Program, with plans to implement the system at the St. Joseph's Health Centre and HRSRH Laurentian site in the New Year.

"With this new system we anticipate improved cleaning results, reduced cleaning time and improved ergonomics. We are very excited about the benefits of this new system for both patients and staff," Smith said.

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