



## City of Springfield OR, News Release Guidelines

Earning media coverage is a great way to share what we do for the community. Use these general guidelines for preparing a news release:

- Send your news release to [publicaffairs@springfield-or.gov](mailto:publicaffairs@springfield-or.gov) at least two weeks in advance of your event, meeting, initiative launch, etc.
- For large events, campaigns, or outreach efforts that require additional or sustained media notification, contact Amber Fossen at ext. 3695 at least one month before your effort to discuss a more specialized plan for media outreach.
- If you are not able to make the two week window, contact Amber Fossen at ext. 3695 to ensure your news release is distributed within your time frame.
- Be sure to use the current [City News Release](#). Library staff use [Library News Release Template](#). Police staff use the [SPD News Release](#).

For DPW staff, coordinate your news release needs with your department's communications coordinators, using these general guidelines. For SPD staff, please coordinate with your department's public information officer.

### Basics

Our news releases follow Associated Press Style (AP Style) formatting. A few tips to remember:

- Always include: who, what, where, when and WHY. Why are we doing this?
- Events/meetings should list the time, then the date, then the place/location (in that order).
- For time on-the-hour list it as 3 p.m. not 3:00 p.m.
- Single space between sentences.
- Include a contact for more information (phone and email).

### Additional Information

- Include relevant sponsorships and partners who should be listed or recognized.
- Include links to more information when available.
- Include photos or videos, audio or supporting information when available.

**Questions?** If you have questions or want to discuss whether or not a news release is the best communications option for your effort, please email [publicaffairs@springfield-or.gov](mailto:publicaffairs@springfield-or.gov) or call Amber Fossen at ext. 3695.