



A well-written news release can be an excellent tool for generating media interest in your W.K. Kellogg Foundation-funded project. You will want to provide the media with thorough, accurate and clear copy. The following guidelines will help you in preparing a news release.

1. **Write a strong headline.** Start with a strong, simple headline that emphasizes the grant's purpose and that will pique a reader's interest
2. **Develop an enticing lead.** The lead, or opening sentence of a news release, is very important. It is the attention getter or "hook" that draws in a journalist or reader. A good lead will answer the questions of who, what, when, where, why and how for your program or news item.
3. **Share the grant's overall purpose clearly and precisely.** Focus on how your project will improve the lives of people; relate the project to people, not institutions.
2. **Name funding source(s).** Give the source(s) of funding for the project, the dollar amount of the grant(s), and the period or duration of funding. Please do not use the word "sponsor (sponsored)" in reference to grant support. Rather, the words funder (funded) or supporter (supported) are preferred.
3. **Project details.** Successive paragraphs would include a non-technical summation of why this project is important, what differentiates it from other efforts to solve similar problems, how the project will be conducted, and who it is specifically designed to serve. Provide more detail on the objectives given in the lead paragraph. If appropriate, succinctly say why your institution is uniquely qualified or equipped to deal with the identified issue or problem.
4. **Feature key spokespersons.** Your draft could include brief, direct quotes from key spokespersons if such quotes offer additional newsworthy information.
5. **Standard Language.** Add any standard boilerplate information for your organization and the positioning statement for the Kellogg Foundation, provided below:

The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life.

The Kellogg Foundation is based in Battle Creek, Mich., and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. For more information, visit www.wkkf.org.

Using the Kellogg Foundation name and logo

Please use the foundation's full name (W.K. Kellogg Foundation) for all first references in your release or other publications. On second reference, it may be Kellogg Foundation or WKKF. It is never Kellogg or Kellogg's. The Kellogg Foundation's corporate logo is for use on foundation products only. It is not to be used on other materials without approval by the Kellogg Foundation Communications Department. If you have questions about the writing or distribution of your news release, contact the Kellogg Foundation Communications Department at 269.968.1611 or communications@wkkf.org. Due to the large number of inquiries, please allow at least two business days for a response to your question or request.

Sample News Release

Contact:

Jane Doe, janedoe@email.com

555.555.5555

For Immediate Release (or insert date)

CleanWater Coalition to offer educational tools and workshops to residents about groundwater contamination (HEADLINE)

NORTON, Mich. – The CleanWater Coalition of Norton, Mich., (NAME AND LOCATION OF INSTITUTION) has begun a project to educate community residents about the hazards of groundwater contamination. (LEAD & PURPOSE).

The project is funded by a \$25,000 (AMOUNT) grant from the W.K. Kellogg Foundation of Battle Creek, Mich.

"Groundwater is the primary source of our drinking water (QUOTE ABOUT SIGNIFICANCE OF THE PROJECT)," said Bill Smith, executive director of the CleanWater Coalition. "Pollution of this precious resource poses a major threat to human health and is the single greatest problem facing our local environment. This project will make citizens more aware of the danger and help them find appropriate solutions."

Efforts will focus on (OBJECTIVES) providing citizens with the information and resources they need to protect their water.

A packet of printed materials will be designed (SPECIFICS ABOUT PROJECT) to teach homeowners and community leaders about groundwater and the various approaches to protecting it. These materials will be distributed and discussed during a series of six evening workshops that will be held in cooperation with the Norton Adult Community Education Program.

"This educational effort will make citizens more aware about the growing problem of groundwater pollution (MORE QUOTES ABOUT WHAT THE PROJECT MEANS TO PEOPLE)," Smith said. "By understanding the problem and knowing the related risks, they will better be able to design programs to protect not only their water supplies, but also their health."

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About the CleanWater Coalition (GENERAL ORGANIZATION INFORMATION)

The CleanWater Coalition is a nonprofit organization formed in 1983 to educate citizens about how pollutants affect our water supplies and to provide much-needed information to public policymakers. For more information, visit www.cleanwatercoalition.org.

About the W.K. Kellogg Foundation (GENERAL FOUNDATION INFORMATION)

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