



CHICAGO ASSOCIATION OF LAW LIBRARIES  
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[HTTP://WWW.CHICAGOLAWLIB.ORG](http://www.chicagolawlib.org)

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## *Letterhead*



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Serving the Chicago Law Community for Over 50 Years



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## *Newsletter*



Spring 2012  
No. 223

# BULLETIN

*A Chapter of the American Association of Law Libraries*

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## *PowerPoint Presentations*

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## *Press Releases*



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**FOR IMMEDIATE RELEASE:**

**CONTACT:**

\_\_\_\_\_ <Contact Person>  
Chicago Association of Law Libraries  
\_\_\_\_\_ <Voice Phone Number>  
\_\_\_\_\_ <FAX Number>  
\_\_\_\_\_ <Email Address>

**Chicago Association of Law Libraries Announces \_\_\_\_\_**

<This headline is one of the most important components of the press release as this needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type font is Arial. Keep the headline to 80-125 characters maximum. Capitalize every word with the exception of "a", "the" "an" or any word that is three characters or less.>

Chicago, Illinois - \_\_\_\_\_ <Date> - <Your first paragraph of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs contain information that will "entice" the reader. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Answer the questions "who", "what", "when", "where", "why" and "how". Your text should include pertinent information about your product, service or event. If writing about a product, make sure to include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, include the date, location of the event and any other pertinent information. You should include a quote from someone that is a credible source of information; include their title or position with the company, and why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 500 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch as it will ruin your credibility with the reader.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit [www.yoururl.com](http://www.yoururl.com). If you offer a sample, copy or demo, put the information in here. You can also include details on product availability, trademark acknowledgment, etc. in this area of the release.>

ABOUT CALL - The Chicago Association of Law Libraries (CALL) is a not-for-profit organization comprised of professional law librarians and staff from over 360 law libraries in the Chicago metropolitan area, northwestern Indiana, and southeastern Wisconsin. CALL was founded in 1947 as a chapter of the American Association of Law Libraries to promote librarianship and information services, to develop and increase the usefulness of law libraries and to foster a spirit of cooperation among the members of the profession.