

Press Release Information

We encourage unit presidents and members at large to make use of this press release .

Some points to note:

- We hope that you will download this press release and send it to your local media outlets ie daily or weekly newspapers, radio and television.
- It is the decision of the media outlet as to whether the release will be published or not. Do not call to ask why they chose not to include it .
- If you get a call from a media outlet requesting an interview after having sent in a press release, we suggest that you refer the reporter to our National President Gord Jenkins or our adjutant Cal Bellamy. Their contact information is available on the web site.
- We encourage unit presidents and regional contacts to make their members aware of the posted press release and the attached instructions.
- The press release may be easily converted to a letter to the editor. If a newspaper does not publish a press release they often will run a letter to the editor instead. To convert the press release to a letter to the editor simply delete the two headings at the top, insert Dear Editor as the salutation and include your name and telephone number and or email address at the bottom.
- If you have any questions regarding the press release/ letter to the editor or these instructions, please don't hesitate to contact me at d.c.brunton@sympatico.ca