



**SACRAMENTO
CITY COLLEGE**

**PUBLIC INFORMATION
558-2441 / FAX: 558-2449**

Public Information Office

Activity/News Release Form

Please submit the information requested below to assist in preparing a **general news release, public service announcement or a news brief for the *Staff News***. Return this form, **typed or printed**, to the Public Information Office, RN 277. Newspapers prefer to receive information at least two weeks in advance, so please submit this form three weeks before your event, whenever possible. Please check your information for accuracy.

Title of Event: _____

Date and Time: _____

Location: _____

1) Unusual feature/angle that makes this of interest to the media (“Sacramento City College instructor listed in The Guinness Book of World Records for...”):

2) WHO (individuals and their titles/groups involved):

3) WHAT (general & specific info. re: the event/ activity/ award):

4) WHERE (specific location):

5) WHEN:

6) WHY (why this will take place, significance of event/activity, what prompted /initiated it, etc.):

7) Contact person(s) and telephone number(s):

Use the back of this sheet if you need more space, or attach additional/supporting information.