

## Media Release Guidance

### *Opening the File*

To use this template, you must have the free Adobe Reader (version 8 or higher). Older versions do not work. To download the most recent copy, visit [Adobe](#). As always, consult your local IT support professional before downloading or if you run into any technical difficulties.

This template is designed so that you can customize it by entering text in the fields provided. Once complete, you can save the edited version to your hard drive, print it, post it online, insert it in an e-mail, attach it to an e-mail or all of the above!

### *Getting Started*

1. Open the template you plan to use and note the specific places where photos and text can be inserted.
2. Write the copy in MSWord or some other word processing file. Select and copy the text you want to import. Place your cursor in the field you choose and paste the copy.
3. If you would like to change the font size (as for a headline) or to format text (italicize a title), make the changes in the word processing file before you import the text into the template. Note – you cannot change the font colors in this template.

### *Saving/Using the File*

1. Once you fill in the template, refer to the sample to double-check that every field is full. Rename the file and save it to your hard drive.
2. Print a copy and ask a coworker *who has not worked on the piece* to look it over. The template comes with an automatic spellchecker, but you still need to check for spelling, spacing and color quality, etc.
3. If you plan to post the file online, do so and share the link with a coworker. If you plan to mail it, do a test mail to a coworker to ensure that all is in order.

### *Inserting the Files into an E-mail*

You'll need three files to make an attractive e-mail media release. The files are "top image," "bottom image" and whatever you named the file that holds your text.

1. Open a new e-mail and click "Insert."
2. Choose "Image" from the drop-down box and a dialog box will appear. Use the browse button to locate the top image.
3. Click the radio button to enter "alternate text." For ADA compliance, briefly describe the image you inserted. "Extension logo and three nature scenes" is one example of acceptable text.
4. Insert the image.

5. Once you insert the image, check to ensure the size works for your e-mail body. If it does, great! If not, you can resize the image in Irfanview or iPhoto, or you can click the tab labeled “dimensions” and resize the image.
6. Next, insert the text or type directly into the e-mail. You can use the format keys to increase font sizes, but use only Arial or Times Roman fonts. Avoid color anywhere but your images.
7. Next, insert the “bottom image” file using steps 1, 2, 3, 4 and 5.

Not all e-mail systems are alike, so some of your recipients may have trouble viewing images or accepting a “heavy” file. Make a note of who needs to receive plain text. Service them by creating a text file and pasting it into your e-mail body as you normally would.