



Include the IISC logo only for projects in the IISC partnering community. Webster City is the IISC community partner for the 2018-19 academic year.



FOR IMMEDIATE RELEASE

OO&E press releases are typically "for immediate release, but you can also choose a future date (and time) if necessary. The release won't appear in the media prior to the release date.

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Include a contact name so that the media can follow up for additional details.

The headline should convey broadly why the release is newsworthy and grab the attention of the journalist.

Public Invited to Open House to Discuss the Future of Cedar County

The first paragraph is important because it may be the only part the journalist bothers to read. It should give the answers to who, what, where, why, and when.

On Wednesday, April 4, 2018, Cedar County will host a public house to inform residents on the Cedar County Comprehensive and Vision Plans that will serve as guiding documents for the county's future growth and development. The meeting will take place from 5:30pm-8:30pm in the Cedar County Court House, 400 Cedar St, Tipton, IA. A draft copy of the plan will be available alongside maps and information boards. Cedar County residents are encouraged to attend, and the planning team will be available to answer questions.

"The University of Iowa planning students have done a great job of working with residents to develop an initial draft of the comprehensive plan," said Dawn Smith, chairperson for the Cedar County Board of Supervisors. "We hope to see residents from throughout the County at the open house. Their vision is the foundation of planning for Cedar County's future."

It's helpful to include a quote from a recognizable figure. Pro Tip: For busy people, you can write a quote on their behalf and ask them to approve it.

The open house will feature information about the update process, including draft Comprehensive and Vision Plan chapters that have been prepared so far, and the goals, objectives and strategies for both plans. Questions and input from the public are welcome.

The Comprehensive Plan provides general guidance on sustainability, land use, housing, transportation, capital facilities, and other community topics. It plans for a 20-year horizon. For the update underway, the new planning period is through 2038.

The open house is made possible through a collaboration between the Cedar County Board of Supervisors, East Central Intergovernmental Association (ECIA) and the University of Iowa's Iowa Initiative for Sustainable Communities (IISC) program. Through IISC, graduate students in the School of Urban and Regional Planning will assist the County in the development of the two plans over the course of the academic year.

The three hash-marks (###) are commonly used to indicate the end of the press release.

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The body of the release is like an inverted pyramid, with key information at the beginning and subsequent paragraphs filling in additional details in order of importance.

About the University of Iowa Provost's Office of Outreach & Engagement

The Office of Outreach & Engagement connects hundreds of University of Iowa faculty, staff, and students to people and places across Iowa every year, creating partnerships that address community issues, enhance curricular experiences and create positive impact. The Office was established in the spring of 2013 and has touched 84 of Iowa's 99 counties through programs and activities. For more information visit <http://outreach.uiowa.edu> or call 319-335-0684.

About Iowa Initiative for Sustainable Communities

The Iowa Initiative for Sustainable Communities is a campus-wide, engaged learning program housed in the Provost's Office of Outreach & Engagement at the University of Iowa. IISC pursues a dual mission of enhancing the sustainability of Iowa's communities while transforming teaching and learning at the university. The 2018-19 IISC community partner is Webster City, Iowa. To view past partnerships and projects visit <http://iisc.uiowa.edu> or call the office at 319-335-0684.



"Boilerplates" are tacked on to the end of the release and provide a short background of the organization. Choose either the OO&E or IISC, depending on your project.

E-mailing the press release

- > Subject line is dateline + headline. Example: "FOR IMMEDIATE RELEASE: Public Invited to Open House to Discuss the Future of Cedar County"
- > Copy and paste the entire press release into the body of the e-mail
- > Include the word document as an attachment. The file name should be the same as the e-mail subject line.