

PRESS RELEASE

DO'S AND DON'T'S

KCRA 3 HD 

DO'S

- **KEEP IT SIMPLE**
- **INCLUDE KEY INFORMATION**
- **CHECK FACTS**
- **KNOW YOUR AUDIENCE**

DONT'S

- **OVERLOADING**
- **NEWS, NOT SALES**
- **NEWS TIME**
- **ASSUME YOU'LL GET COVERED**

Writing a Good

Press Release

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KCRA 3 | Press Release

3 Television Circle
Sacramento, CA 95814

Fax - 916-441-4050
Phone - 916-446-3333

DATE Saturday September 12, 2008

TIME 12:00 PM - 1:00 PM
New Media Partner Presentation @ 12:35 PM

WHERE KCRA3 Studios
3 Television Circle
Sacramento, CA 95814
Please park in studio lot

WHO'S THERE Join KCRA3 Anchor Lois Hart, Weather Guy Chief Meteorologist Mark Fran, and the newest members of the KCRA3 Team during the unveiling of four new media partners.

VISUALS You'll get a sneak peak of new media partner logos, talent bios, new promotional packages during the ribbon cutting ceremony and luncheon.

INFORMATION KCRA3 and a media company announce a major news partnership that will change the way Okaloosa-area residents get their news. It's a new local news product that's unlike anything ever seen before in this market.

CONTACT
Archie Williams
News Director
KCRA3
Office: 916-441-6338
Email: awilliams@kcratv.com
Fax: 916-441-4050

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Ando Williams
News Director
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Office: 916-441-6338
Email: andowilliams@kcratv.com
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Anchor William News Director
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Office: 916-446-3333
Email: william.news@kcratv.com
Fax: 916-441-4050

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