

PRESS RELEASE DISTRIBUTION GUIDELINES

Congratulations on your acceptance to the Collegiate Presidential Inaugural Conference! We are pleased that you will be joining other high-achieving students for this prestigious event. With this press release, you can spread the word in your community about your upcoming educational adventure!

What is a press release? The press release contains basic facts about the Presidential Inaugural Conference and its events.

What do I do with my press release? Circulating the press release is a purely voluntary exercise. Download the release, make photocopies and mail or fax it to your local news organizations, which may include:

- Newspapers (Attn: City News Editor)
- Local/Community-Oriented Magazines
- School Newspaper
- Newsletter for organizations to which you or your parents belong (or for organizations who may be assisting your fundraising efforts)
- Parent company newsletter
- Television stations (Attn: Assignment Desk)
- Radio stations (Attn: Station Manager)

Where do I find addresses or fax numbers for my local news organizations? Most news organizations have web sites with contact information, but the information can also be accessed through the phone book or, if the organization is a publication, contact information can be found within its pages.

May I have another press release that reflects my activities, honors and other personal information? It is best to write a cover letter that accompanies the press release. The cover letter should introduce who you are, detail when you will be attending the Inaugural Conference, highlight your academic achievement and list your contributions at school and within your community. Some print publications even ask students to write and submit a “diary” that encapsulates their experience with the Inaugural Conference.

Should I include a photo? Absolutely. Reporters, especially with newspapers, are appreciative of what they refer to as “artwork,” and it enables them to put a face with a story. You can either mail in the photo with your press release or send one via e-mail as an attachment. *PLEASE NOTE THAT A PHOTO SENT VIA FAX CANNOT BE USED.*

How should I prepare to talk with a reporter or producer? Be prepared ahead of any potential interview by writing down three to five key points you would like to convey. Be thoughtful about your answers. You may be asked about:

- How you were nominated to participate in the Conference (Contact our Office of Admissions if you are unclear about how you were nominated.)
- Your activities, honors and awards
- People or organizations that may have sponsored your tuition
- Your career aspirations
- What impact the Presidential Inaugural Conference may have on your future

If you have additional questions regarding media outreach, please contact the Media Relations Department at (703) 584-9392 or mediarelations@inauguralscholar.com.



FOR IMMEDIATE RELEASE

**MEDIA CONTACT:
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LOCAL SCHOLAR READIES FOR HISTORIC INAUGURATION
Presidential Inaugural Conference Inspires Up-and-Coming Leaders

WASHINGTON, D.C. – In January 2013, outstanding university students from across the United States and around the world will take part in a truly American celebration — the Inauguration of the President of the United States of America. During the five-day program, the **Collegiate Presidential Inaugural Conference** will provide scholars with a deeper understanding of the history behind the electoral process and the rich traditions surrounding the Presidential Inauguration.

“The Collegiate Presidential Inaugural Conference will provide students with an opportunity to take part in historic events that coincide with the Inauguration of the President of the United States,” said Marguerite Regan, Dean of Academic Affairs for the Presidential Inaugural Conference. “Something that is really wonderful about so many young people gathering in Washington, D.C. for this event is that it will provide them a chance to become more familiar with and attuned to the president who will govern the United States over the next four years. We certainly hope this will inspire the next generation of leaders.”

Collegiate Inaugural Scholars will have the opportunity to interact with historians, political experts and leading decision makers to discuss campaign strategy and presidential politics. Inaugural Scholars have the opportunity to will watch the grandeur of the inaugural parade, as the President, Vice President and their families make their way down Pennsylvania Avenue from the U.S. Capitol Building to the White House. To further commemorate Inauguration Day, scholars will attend an exclusive Gala Inaugural Celebration just for them.

For additional information on the Collegiate Presidential Inaugural Conference, visit us at www.inauguralscholar.com/collegiate.

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