



Instructions for completing press release templates

1. Please review the template carefully and fill in your specific information where the (parenthesis) indicate customization is required.
2. Email completed press releases to aroketenetz@ncra.org. The public relations team at NCRA will gladly distribute it to the media specific to your geographic area at no charge.
3. Feel free to include the names of specific media outlets in your area that you would like your press release to be distributed to.

Photo instructions

The media loves photos, and often including a photo with a press release will increase the likelihood that your release will appear in media outlets. Below are some tips for ensuring high-quality headshots the media will love.

Do

- ✓ Dress in professional attire
- ✓ Make sure the photo is of the highest resolution possible to ensure clear reproduction when printed
- ✓ Stand before a neutral background with proper lighting
- ✓ Consider a professional headshot

Don't

- ✗ Crop or cut out photos from a group photo; they do not reproduce well and will appear grainy and unclear
- ✗ Wear hats and/or sunglasses
- ✗ Wear stripes, polka dots, or plaids as these patterns result in poor quality photos when reproduced
- ✗ Use selfies
- ✗ Take photos in bad lighting

National Court Reporters Association

12030 Sunrise Valley Drive, Suite 400, Reston, VA 20191-3484

Tel: 703-556-6272 • Fax: 703-391-0629

800-272-NCRA (6272) • NCRA.org