WRITING A

PRESS RELEASE

AKA: MEDIA RELEASE   PRESS STATEMENT   NEWS RELEASE

A PRESS RELEASE IS AN OFFICIAL ANNOUNCEMENT
SENT OUT TO LOCAL NEWS MEDIA ABOUT A
NEWSWORTHY STORY.

April 15, 2020
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FOR IMMEDIATE RELEASE

Location, TN - The first paragraph of your press release should hit the who, what, when, where and why. If someone only reads this section they should know everything they need to know about your news.

Your body paragraph should include additional facts or details written in order of importance. "Something you could include here is a relevant quote. They are a great way to make your story more relatable to the person reading it. Quotes are easy for reporters to grab and use to relay your news to the public."

End your release with your "boilerplate" which briefly describes the organization(s) the release is about. This should be on every release you send and is always at the end. Usually reporters cut from the bottom up, so this may not make it in the release which is why the most important information is always at the top!

Indicates the end.
Can also use -30- or -END-

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* **DO'S**
  - Make it Newsworthy! Focus on the Facts
  - Keep it SHORT!
  - Write a Catchy Headline

* **DON'T**
  - Embellish or add "twists"
  - Make it longer than two pages
  - Forget contact info!