

(Insert Date)

Contact: (Insert Name)
(Insert Title)
(Insert Phone Number)
(Insert E-Mail Address)

FOR IMMEDIATE RELEASE

(Headline) The Headline Is in Title Case Meaning You Capitalize Every Word Except for Prepositions and Articles of Three Words or Less and Short, And Ideally Is Not More Than 170 Characters and Does Not Take a Period

(Summary Paragraph) The summary paragraph is a synopsis of the press release in regular sentence form. It doesn't merely repeat the headline or opening paragraph. It just tells the story in a different way.

(Body) City, State – The first paragraph known as the "lead" contains the most important information.

You need to grab your reader's attention here...usually three and no more than five sentences. The lead is a summary paragraph that should be able to stand on its own. If it is the only thing that gets run, then it should be able to get your main points across.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from persons who are "key" to the program, and more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing. Your goal is to "sell the soap" or primary purpose of the story. Try to keep the entire release to one and a half page double-spaced, or one-page single-spaced.

"You should include a quote for that human touch" said Joe Bob Big, facility director of services.
"And you should use the last paragraph to restate and summarize the key points."

The last paragraph can also include details related to availability of more information, partner acknowledgements, etc. It can include a contact person and phone number for more information, or a web site url. DO NOT INCLUDE an email address.

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(Background Summary or Editor Notes)About ABC:

If you want, include a short statement about the program, or the person who is newsworthy.