OFFICIAL ORGANIZATION LETTERHEAD

News Release   Contact Name
Date release is sent Contact Title/Position

P h o n e  N u m b e r ( s )
E m a i l  A d d r e s s

NEWS RELEASE HEADLINE (ALL CAPS, BOLD)

DATELINE (optional)-- text, text, text, text, text, text, text, text, text…..

The text can be regular like this or it can all be in bold, either way is OK.

Another option is whether to single or double space the text.

You can also indent each paragraph……. You can also indent each paragraph…..

Or compose the release in more a block style with single spacing and then an extra space between paragraphs……………………………………………………………………

Like this…………………………….Different organizations have different ways they do their news releases. But all should have the key elements shown here and in our textbook. Try to keep the release to a single page. Don’t have it bleed over to a second page just for a couple lines. Also avoid excessive white space at the top of the page.

Keep the paragraphs short to enhance flow and readability. It is easier for people to read and absorb content if the grafs are shorter. Overly long paragraphs are not very inviting to read and can be intimidating. Not the message you should convey in your written communications: Don’t read me, I’m not reader friendly!

Often in releases, at the end is so-called “boilerplate.” This is a few sentences that sum up what an organization is all about and/or what its mission is. This is helpful when people may not be familiar with your company or organization.

Be sure your writing adheres to the Associated Press style. This is what news people prefer. So, for example, instead of writing: The new book, Burning Horizons, will be released on February 23rd…you should write: The new book, “Burning Horizons,” will be released on Feb. 23.

At end of release include “For more information” contact information. This is who the public contact and/or where additional information can be found. Can include a name, phone number, email, and/or website.

### (indicates end of release)

Note to Editors/Reporters: Sometime after end of the release, there can some additional information intended just for reporters, such as when someone may be available for an interview, or for TV people, where the cameras can be set up for the news conference.