BASIC ELEMENTS OF A PRESS RELEASE

1. **When the release can be distributed.**
   Usually this says, “FOR IMMEDIATE RELEASE.”

2. **Contact information**
   - Name of Contact Person
   - Phone Number
   - Email address

3. **Title**
   Create an eye-catching headline. Think of your headline as a one-sentence summary of your entire story. It should tell the readers what your story is about, but leave them wanting to know more.

4. **First Paragraph**
   This paragraph must capture the news, who is involved and why it is important to readers. Your very first sentence is the most important of all – often called the “hook” or the “lead.” If your “lead” is boring, an editor is likely to put it into the recycle bin.

5. **Middle Paragraph(s) 1-3 paragraphs**
   One paragraph should include a quote. Make the quote its own paragraph. Other paragraphs should include further details.

6. **Last Paragraph: Wrap up**

7. **Information about your organization and contact information**
   Provide a 1-2 sentence description of your organization, followed by your contact person’s name, phone number and email

8. **Hash marks (#)**
   Center 3 hash marks at the end of the release.

**TIPS**

- Your press release should not be more than one page.
- Your paragraphs should be written in descending order of importance.
- Don’t exaggerate or voice opinions (except in a quote).