

## 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).