

Basic Elements of a Press Release

1. When the release can be distributed

Usually this says, "FOR IMMEDIATE RELEASE."

2. Contact Information

- a. Name of Contact Person
- b. Phone Number
- c. 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).