

PREPARING A PRESS RELEASE

Format

- Double space and use wide margins.
- Include source information (name, address and phone number of the media should contact for additional information) in upper left hand corner.
- Release date - in all capital letters - appears below the source information.
- The headline - in all capital letters - briefly summarizes the content of the release.
- If release is more than one page, break at the end of a paragraph so that the following page begins with a new paragraph and type “MORE” at the bottom of the page.
- Type “END” after the last paragraph of your release.

Content & Style

- Put the vital details--who, what, when, where, why, how--at the beginning of the story.
- Include additional supporting details next.
- Include non-vital information toward the end of the release.
- Remember to acknowledge the support of ----
- Conclude with a request for reader action, e.g., “for more information, please call xxx-xxxx” or “to reserve a seat, write...”
- Use short sentences and paragraphs, and keep your wording as simple and direct as possible.
- Be objective. Don’t puff or glorify your story.

Distribution

- Identify local print and broadcast journalists who regularly report on projects similar to yours and send releases to them.
- Depending on your project, also send releases to education, culture, media, and/or arts editors.
- As a last resort, send releases to city editors.
- Mail releases early enough for journalists to plan coverage, but not so early that they forget about the event (except for background information releases and events calendars, this is usually one to two weeks before the event).

Follow Up

- Follow up releases with a polite phone call asking reporters and editors if they received the release and if they need any further information.
- Keeps copies of all news coverage of your project.