Appendix E. Sample press release format.

Press Release

FOR IMMEDIATE RELEASE

Sample Press Release Format

Type all press releases and submit them on your letterhead to convey a professional image. Include plenty of space around the border, allowing the editor room to make notes or add information.

Title your press release with the words "News Release" or "Press Release". Use the words "FOR IMMEDIATE RELEASE" to let the editor know the information is available for immediate publication. If you are promoting a time-sensitive event, indicate the desired release date. Develop a catchy title for your press release that grabs the reader's attention.

Use quotes from persons directly involved with the event to increase credibility. When writing, use the inverted pyramid style. That is, place the most important information in the lead or first paragraph, and then develop that information in the paragraphs that follow. The most important information can usually be summarized by answering the 5 W's and H – Who, What, When, Where, Why, and How.

More

Limit your press release to 1-2 double-spaced pages. Indicate that there is a second page of your press release by typing the word "**More**". Start the second page with a header containing the title of your press release and the words "Page 2". Include complete contact information (i.e. name, affiliation, address, phone, fax, e-mail, webpage) at the bottom of your press release so that the media can reach you if they need additional information. Conclude your press release with ###, the conventional symbol that lets the reader know they have reached the end of your press release. Submit your press release to your media list!

For more information contact:

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