

NEWS RELEASE

FOR IMMEDIATE RELEASE

Today's Date (Get the press release out ASAP. If it's a night event, but you can't get to it that evening, make sure it's down first thing in the morning. If it's during the day, try to have it released the same day. The fresher the news, the more likely the press will pick it up)

Contact: (Name and title)

Office: (xxx) xxx-xxxx Cell: (xxx) xxx-xxxx (try to provide two phones number for office hours and after hours)

Email:

Catchy, newsy headline subhead

Body of release. Written like a news story with the most important information up high. This is the who, what, when, where and why of the event/news item. Sometimes you can add a quote, even a prepared one. Don't make the press release too long, but give enough information to make it interesting.

Body Body

Body Body

Body Body

If it's a two-page release (and they should never be more than two pages), put the word more at the end of the page, so a reporter knows there's more information.

-more-

About NAME OF SCHOOL/PERSON/EVENT etc.

While not necessary, it's always nice to include a little background information about the school, a person or event for the reporter. It doesn't have to be long. Include a website of the school or person or event when available.

About XXX

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(The above pound signs indicate the end of the release.)