



Writing a Press Release

Information Gathering

Use this form to help you gather the necessary information for your press release.

1. What event or update is being announced?

2. Who do you want to see the announcement and what do you hope they will do as a result?

3. What date should this announcement be made?

4. How will the public benefit from reading the announcement?

5. Why are you hosting this event or making this announcement?

6. How does a reader find out more about this announcement?

7. Who can be quoted in the release that will bring in a relevant viewpoint (internal and/or 3rd parties)?
Be sure to get accurate information, and get a sign-off authorization from anyone you quote.

8. What publications or other media do you want to release this to? What type of tailored angle should you take in the release to get the editor's attention?

Formatting Template

FOR RELEASE ON {ENTER date, time, OR “for immediate release,” etc.}

For more information, please contact:
{ENTER Contact Name}
{ENTER Contact Phone}
{ENTER email address}

{Enter Main Headline – Try to keep to one line}
{Enter Sub Headline if headline requires more}

{Enter City, State} - {Date of Release} = {ENTER lead paragraph of press release here.

Preferably use a serif font (like Times New Roman) and a font size of 11 or 12 pt.

{ENTER body of press release paragraph here. Body of press release paragraph. Body of press release paragraph. Body of press release paragraph. Body of press release paragraph.

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About {ENTER Agency Name}

{You can use a smaller font to save space (no smaller than 10pt.)

{If there is more than one page to the release, center this symbol at the bottom of every page. This will indicate there are more pages to follow. Releases should normally be limited to two pages.}

-MORE-

{Center one of these symbols at the bottom of the last page of the release, which will indicate the end of release.}

<or> -30-