

NEWS RELEASE



WORKSHEET

Who: _____
What: _____
Where: _____
When: _____
Why: _____
How: _____

Possible Headlines:

National News Angle:

What is the local angle?

Why is it something the reporter should pay attention to?

Supporting Details:

What detail do you think the readers will find most interesting?

People to Quote:

Keywords/Phrases:

Is there something to entice visitors to your establishment or website?

News Contact:

Company:

Position:

Address:

Phone:

Fax:

Email:

Website:

Components of the Release

FOR IMMEDIATE RELEASE

These words should appear in the upper left-hand margin with all letters capitalized.

Headline

This should be a sentence that gives the essence of what the press release is about. Articles, prepositions, conjunctions of three letter words or fewer should be lowercased.

Dateline

This should be the city your press release is issued from and the date you are mailing your release.

Lead Paragraph

A strong introductory paragraph should grasp the reader's attention and should contain the information most relevant to your message such as the five W's (who, what, when, where, why). This paragraph should summarize the press release and include a hook to get your audience interested in reading more.

Body

The main body of your press release is where your message should fully develop. Many companies choose to use a strategy called the inverted pyramid, which is written with the most important information and quotes first.

Company Boilerplate

Your press release should end with a short paragraph that describes your company, products, service and a short company history. If you are filing a joint press release include a boilerplate for both companies.

Contact Information

Name, Phone, Email



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