

News Release

**Headline: put this in a larger font and bold.
Say what the news is in as few words as possible.**

For Immediate Release

<Date>

<City>—**The Lead** is the encapsulation of what you intend to say, the news, the story. It announces your information by stating *who, what, why, where, how* and *when*. It should not exceed two sentences or six lines. This is the one paragraph an editor will read. If you don't capture his/her attention here, your release will be recycled.

The Second Paragraph describes the details and the context of what you announced in the Lead—in the same order. If a prominent figure or government department has done something untoward, state your source here. If you are releasing new statistics or a report, state the findings here. The Second Paragraph contains the “meat” of the release. This is where the story and the most newsworthy details are.

The Third Paragraph quotes your spokesperson, giving his or her impression and overview of what has been released. The quote should be compelling. Be very careful at how you craft quote(s) since they may be pulled out of the context of your release and used by the reporter in relation to the story, but following or preceding a thought which you cannot anticipate. The quote(s) should make sense as stand alone thoughts. For example, “*I'm appalled*”, *said Mr. X* is not as useful to a reporter as “*I'm appalled that the Mayor does not support....*”

The Conclusion can either restate what was said in the Lead or can add an interesting detail which is not essential to the story, but adds a context which makes the reader think, “hmm, how interesting.”

The Fifth Paragraph would be used if an event will be held in relation to the release. Indicate all relevant details: where, when, cost, RSVP required, number to call for more details, etc.

For additional information or to arrange interviews please contact:

Spokesperson's Name, Title, phone number

Alternate Contact Name, title, phone number