

How to Prepare a Press Release



Starting at the TOP of the page, all press releases should contain:

- 1** Your organization's **logo** should be at the top of the page.
- 2** **Immediate Release** – should be at the top of the page (The information can be used as soon as the reporter gets it.) Or Embargoed (The reporter cannot use the news until the specified date.)
- 3** The **date** the release is distributed.
- 4** Contact name(s) and number(s), including cellular phone number(s) of the media point person at your agency.
- 5** The **headline** is key. Most reporters have 30 seconds to scan a release. They want the news to jump out at them. Summarize your news into a headline. The headline could be up to four lines long, centered, in bold face and written all in capital letters, usually in a larger type size. The headline should capture the larger frame of the news, communicate a sense of drama and pull reporters into the story.
- 6** After the headline, the first paragraph – **“the Lead”** – is critical. This is the summary paragraph that communicates the most important components, and frames the issue for maximum media impact. Do not try to explain everything in this paragraph.
- 7** Write the remainder of the press release in descending order of importance. In journalism, this is called the **“inverted-pyramid”** style of writing. The most important, base-laying news goes at the top, the lesser details below.
- 8** **Frame your news** – establish its importance and impact, and your position – by the end of the lead paragraph. At the latest, your news should be framed by the end of the second paragraph.
- 9** Include one or two concise **quotes** (1-2 sentences) in the press release.
- 10** End press release with **the marks: ###**. This lets the journalists know the release has ended. If your release jumps to the next page, write “more” at the bottom and center it. At the top of the corner of the next page, write “Page 2” and provide a subject reference.

For sample press release visit: www.nlaad.org