

News Release Template

Company Letterhead

For Immediate Release

Month XX, 200X

For More Information

Your name

Title

Phone number

E-mail address

Write a Sentence Headline to Attract News Editors' Attention

TALLAHASSEE, Fla. – The first few words of your lead are very important. You need to grab the attention of your intended audience – typically a news reporter, editor or producer. Place the most important news elements near the beginning.

The second paragraph briefly explains the lead and may identify the “players.” This paragraph may mention the official name of the program you’ve introduced in the lead, highlight a statistic that backs up your initial statement, or provide the name of an important person you introduce in the first paragraph.

The next paragraph could use facts and quotes to back up the news elements you’ve highlighted in your lead. News elements include information that is **timely**, has **impact**, involves **prominent** people or entities, addresses a **conflict**, deals with an **unusual** situation, or involves **proximity** (or stories “close to home”). When quoting someone, use past tense. Put the name of the person, then “said,” unless you are including the person’s title. For example: “Don’t go,” Jones said. “Don’t go,” said Jones, mayor of Rome.

Subsequent paragraphs give background or additional information. End your news release with a “**call to action.**” This might be a phone number or Web site where someone can get more information. Or it might be information about how to volunteer or donate money or whatever.

Note that the first paragraph is not indented. Start your news release with a **dateline**, which consists of the city your story originates from, typed in all-capital letters; the state abbreviation only if your news release is sent out of state; and a dash (–), not a hyphen (-). For Microsoft Word, you can find the dash by clicking on “Insert,” “Symbol” and the image of the dash.

Indent subsequent paragraphs. Type your text one and one-half or double spaced. If your news release extends to another page, type - **more** - at the bottom of the first page. At the top left-hand corner of the next page, include **A Brief Title/Page 2**. At the very end of your news release, type **-30-** .