

The Press Release Basics

Writing your release

- A press release should be as brief as possible and to-the-point. Lead with your main message and most important message, and follow with details. Try to keep your press release to one page if you can.
- Title matters, especially if you are emailing your release. If a reporter is scanning their Inbox, you want your press release to stand out.
- Contact name and telephone number should be prominently featured at the top of the page. The number you list should be one that is answered by an actual person so that a reporter can be connected right away with someone that can help them.
- Include quotes to give your press release color. Quotes can be from your administrator or someone else connected to your organization. If the press release involves a community project, additional quotes from someone outside the organization are a great asset for your press release.
- As much as you can, follow AP Style. The AP Stylebook is available for purchase. You can find an overview of this style of writing here: <https://owl.english.purdue.edu/owl/resource/735/02/>
- Press releases aren't the place to editorialize. Just the facts.
- Proof your work! Then ask someone else to do the same.
- After you issue your press release, make sure to follow up with the reporters and publications you think are most important to getting your message out. That personal touch can make a big difference.

Template Press Release

Your Logo Here

Contact Information: Communications Contact Name

Phone

E-mail

FOR IMMEDIATE RELEASE: (date) This is the date that you want the information released.

TITLE HERE

City, State (Someplace special, Minn.) – Your opening contains your most important information. Anywhere from three to five sentences, it should include the who, what, when and where of your story.

The next paragraph goes into more detail. If it's an event, this is a great place to go into more detail about why it's important and why it's taking place.

The third paragraph is a great place to insert a quote, either from your organization's leadership or someone in the community who is engaged in the event.

If you need a fourth paragraph, tie up any loose ends or additional details.

Your final paragraph should be no more than two or three sentences about your organization for background.