

Media

Press Releases

A press release is a written communication prepared for distribution to members of the media and press. Its purpose is to announce something newsworthy. You can enhance your Venture's visibility by sending a well-timed press release.

Who should I send a press release to? Typically, they are sent to assignment editors at newspapers, magazines, radio stations, and/or television stations. However, press releases can also be sent to community groups, partners, or funders for informational purposes.

What information does a press release contain? Most journalists prefer to receive press releases in a standard format. This helps journalists read and understand them quickly. Therefore, formatting a press release correctly will help ensure that it gets read. Press releases should be written in the following format:

- **The Headline** is the title of your news story. A strong headline is important because it can capture a reporter's attention. A headline should contain a single point and use active verbs in the present tense.
- **The Dateline** contains the city and state, and date. The dateline always comes at the beginning of the lead paragraph.
- **The Lead Paragraph** contains 3-5 sentences that gives the most important information of the story (who, what, when, where, and why). The lead paragraph should be interesting enough that the reporter wants to keep reading, but if the reader does not continue on, they should know everything they need to know by reading the first paragraph.
- **The Body** explains the information in greater detail. The body should include interesting and significant details that pertain to your Venture or the event you are promoting. The body should not include any new important information that is not mentioned in the first paragraph.
- **Quotes:** You can include a quote in the body of the press release. Quotes should be used to provide credibility to the statements that you make and to add a personal touch. Quotes from team members or those you serve can be included here.
- **The Boilerplate** is 1-3 sentences that describe your organization and what you do. This information should always go at the end of the press release.

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