

[Press Release Template]

FOR IMMEDIATE RELEASE

CONTACT: [name], [phone number with area code]

SUGGESTED HEADLINE

LEAD PARAGRAPH: Dateline. Include basics of Who, What, When, Where, Why. Get attention.

EXPLAIN: Give more details based on your opening paragraph.

QUOTES: Throw in quotes from the top official. This could include the WHY or the HOW.

EXPLAIN FURTHER: Make sure to include WHY and HOW.

SUBJECT BACKGROUND: Give background on your subject using the 5 Ws.

TAG LINE: Give background information on your company/organization (should be the same tag line used in all releases).

CONTACT: Should start, "For more information, contact ..." Could include name, address, telephone number, email address and/or web site.

-30- or ###

[This template was prepared by Andy Flynn, Assistant Managing Editor at Denton Publications.]