

Organization's Letterhead or Organization's News Release Letterhead

Name, phone & e-mail:

Date:

For Immediate Release or Embargo

Headline 14 pt Bold Centered

DATELINE – Lead sentence here. The lead is the most important, news worthy piece of information. It typically answers who, what, when, where, why or how, or any combination of all those. A lead is typically one sentence. Use 12 point font and double-space all news release body copy so editors and reporters can edit your copy.

“Quote from someone prominent in organization here,” attribution here.

Second most important information here. Use paragraphs to break up various details about the main point of the story. Remember to indent all new paragraphs except for the lead, because it includes a dateline. Also, in news writing, a paragraphs is one to three sentences, unlike traditional academic writing, where four to five sentences make up a paragraph.

Third most important piece of information in following paragraph.

Fourth most important piece of information here, and so on, and so on... Remember you can add additional quotes from the same source as before or from other sources in paragraphs four and up. Example... if your client is opening a new building downtown, your first quote in paragraph two would come from your client's CEO, while subsequent quotes may come from the mayor, the architect, the president of city council, etc.

-more-

(indicates another page to follow)

Headline Key Word(s) here / page two

Final paragraph is called the boiler plate. The **boiler plate** contains specific information about your client, such as its mission, location, number of employees, annual earnings, and NYSE and NASDAQ abbreviations. Keep this to one paragraph, three sentences maximum.

-30-

or

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(Use -30- or ### as end marks, either will suffice. But be consistent from news release to news release. These end marks tell editors and reporters that they have reached the end of your news release.)