FOR IMMEDIATE RELEASE

Contact:

[Date]
[Your name]
[Your phone number]
[Your email address]

Headline Making Your Announcement

“Hook” in italics contains additional information that adds to newsworthiness.

[CITY, STATE] Your first sentence, “the lead,” should contain your most important news announcement providing the basic facts on who, what, when, where, and why. Your second sentence can include whatever pieces of important information you cannot fit in the first sentence.

“The second paragraph is often a quote that delivers a major message point of your announcement,” said [Your organization’s president/elected official or spokesperson]. “The quote should state an opinion and add a human voice to the story. The person writing the press release may craft the quote in order to ensure that it is on message; however, it must be approved by the person to whom it is attributed.”

In paragraph three, continue with more information on the announcement. Include interesting information that is part of your main message.

“Include a key quote from an expert in the field or a community leader or someone newsworthy,” said [spokesperson’ name]. “Be sure to make the quotes sound conversational.”

Include details about your project or research. If specific activities are planned, list them in the press release. Be sure to include a telephone number interested parties can call if they would like to learn more.

The last paragraph tells the public what is most important about your organization and your project. If you need help producing media materials, contact your local college or university to ask for assistance from journalism or public relations students.

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News Advisory Template

[Insert your organization’s logo]

NEWS ADVISORY: [Date]

CONTACT: [Your name]
[Your phone number]

News Advisory Headline to Tell What Will Be Happening—the News Hook

“Kicker” in italics contains a secondary piece of information.

Your first sentence should reference the “news” that will be announced at your press event. The rest of the advisory should contain information about who, what, where, and when, without giving away the entire story. Write this in a way that will interest the media but does not give away so much information that they decide they do not need to come to the event. Save your newsworthy information for the press release.

Make the event facts in your advisory easy to read by highlighting them and putting them in a box.

<table>
<thead>
<tr>
<th>WHAT:</th>
<th>Description of event written in a newsworthy way</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO:</td>
<td>Names and titles of your spokespeople</td>
</tr>
<tr>
<td>WHERE:</td>
<td>Exact address of event site, with directions if necessary</td>
</tr>
<tr>
<td>WHEN:</td>
<td>Time and date of event</td>
</tr>
</tbody>
</table>

End your advisory with a brief description of your organization and your program. This should be standard language that you use frequently.