PRESS RELEASE OUTLINE:

A good press release has all of the information needed for a press source to use to write up a short piece, whether they share your press release as is or use it to create their own short article. The press release should include all key information, including the name of the organization, website information, a phone number, a contact name, and clear instructions on how the reader should respond to your written request. Press releases are great tools to share outreach campaigns, volunteer opportunities, events, accolades, and information. Below are some tips and tricks to follow when creating a press release. Please see our example press release for further formatting and language suggestions.

TITLE: In all caps, write when the press release can be shared. Most often, you’ll see “IMMEDIATE RELEASE:” written.

SUBTITLE: A short phrase that states the purpose of your submission

BODY: Start by sharing the location and date of your release prior to the actual press release language. Most often, you see “[CITY, STATE] – [MONTH DAY, YEAR]:” written out.

Start with a catchy phrase that will capture the readers’ attention. This first sentence should have the name of your organization, as well as the main event/campaign/information you’re wanting to share.

PRO TIP: Keep each paragraph short. Too much information can bog down an article and it’s easier to absorb information in short chunks.

In subsequent paragraphs, share statistics, audience ages (whether for a program you’re promoting or for an event), service locations, your mission, and your goal.

PRO TIP: Include quotes in your press release. This adds interest and legitimacy to your article. Be sure to quote the author correctly and double check the spelling of the author’s name.

Be sure to share the location for readers to find more information, spelling out the website you’d like to direct them to.

END: Use the symbols “###” to indicate the press release is finished.

FOOTER: Below the “###” symbol, also include contact information should the publisher need to reach out for any additional information. This should include a contact name, phone number, email address, and website address.

OTHER ADDITIONS: You may also want to include a few photos or a video (if it’s an online publication you are submitting to). You may attach those in the email or online submission form, or include them within the document on a second page.