

For Immediate Release:

Date of Release

For more information:Name(s) and phone numbers,
direct if possible

Company Name and Guidelines for Press Releases

Subhead will highlight most salient point about this news

CITY, state. – When preparing a news release for the print media, radio or television, answer the questions: Who? What? When? Where? Why? And How? Keep the lead paragraph short, one or two sentences, and include the most important or interesting fact.

“It is often good practice to being the second paragraph of the news release with a quote by a credible source, such as the president of the agency, group or company,” said John Doe, president of XYZ Company

The body of the news release starts one-third of the way down the page. Produce the release on your company letterhead or develop your own news release letterhead.

The news release should be emailed, mailed or hand delivered to an up-to-date local news media list including radio and television news directors or assignment editors, daily and weekly newspapers, wire services and trade press (if appropriate). Know you local media’s deadlines so that release can arrive in time to be used on the release date.

Other rules for developing a journalistic news release include:

IDENTIFICATION – The name of the designated spokesperson and their phone number is placed at the top of the first page. Importantly, only add people available and willing to return calls promptly.

SPACING – We will use double or one and one-half leading for spacing.

TYPEFACE – Use conventional typeface used by media, Times New Roman, 12 pt.

PAGE BREAKS – Do not break paragraphs at the end of pages. Instead, push complete paragraph to the next page and use — more — at the bottom of the previous page.

— more —

Guidelines
2-2-2

PAGE NUMBERING - For each additional page, add a slug, meaning one key word that identifies the release and three page numbers separated by hyphens.

END OF RELEASE - Add a pre-approved "About XZY Company" at the end of the release.

ABOUT XYZ Company

We will add a pre-approved paragraph (boiler plate) at the end of the press release text that describes XZY Company as succinctly as possible.

Always end the press release with a "—30—" or the following symbols.

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