PRESS RELEASE TEMPLATE WITH GUIDING NOTES

FOR IMMEDIATE RELEASE

DATE
Contact:
Agency: The contact information will
Telephone: not be published in the
Email: article.

Press Release Title (one line)
Subhead (two lines maximum) -Optional

CITY IS IN ALL CAPS IN
DATELINE:

Body
Location (CITY, State)--Lead paragraph   Lead includes the information in the press release
_____   ordered from most important to least important. (5 W's)

Second paragraph includes any of the W elements not included in the lead plus a "why people should
care" and a quote.

(5 W's - Who, What, When, Where, Why) Order is most important to least
important. Always use an active voice (present tense), i.e. "
… is working to prevent tobacco…" vs. "…has worked to prevent

Additional paragraphs as needed   tobacco…"

Final paragraph, include a Call to Action (website to visit, who to contact, etc.)

Always close with: **###**

Boilerplate
About _____
(usually 3 sentences maximum and has the website at the end.)