Press Release Template

Purpose

Press releases are the cornerstone of any publicity program. They need to be written well, with solid and precise information. An effective press release captures key messages, establishes credibility and, above all, is relevant and interesting.

Font

Use 11-point font, ideally Arial or Times Roman. Keep the copy black. Use bold and underline sparingly, and only for emphasis.

For a headline, use a bold font, around 16-point font, centered in the page.

Structure

- **Contact Information**

  In the upper-left corner of the press release, include the name, telephone number, and e-mail address of the media contact person within your organization.

- **For Immediate Release**

  In the upper-left corner, below the contact information, add in the line: **For Immediate Release**

Press Release Title/ Headline

Provide a catchy headline that tells the whole story and will earn the attention of a reporter who has to wade through hundreds of press releases each day. Keep the headline brief and ensure it communicates that your release contains press or information appropriate to your target readership.

Dateline

- Location (Add in the location from where you are sending the release)

- Date (Add in the date of the media release)

Example: **Los Angeles, December 15** – ABC Ambulance announced today…

Lead & Body

To ensure the important information stands out clearly, press releases are written in inverted-pyramid form. The "lead" is the first sentence of first paragraph and should summarize the entire press release while the remainder of the first paragraph should be used to amplify the lead. Each following paragraph will contain less-important information but should add more detail and color to the release. Press releases are written in a form that helps reporters spot the vital information.

Press releases should be no more than two pages. If it is longer than one page, each page should end with a completed paragraph, and "MORE" typed three times across the bottom of the page. The last page of the press release should end with the numerals "-30-" or "###" typed across the bottom.

About [Organization]
This is commonly referred to as the boilerplate. Insert your organization's description, about one paragraph, and it should include the name, when it was founded and by whom, and the general services and location. Awards and accomplishments can be included. The last sentence of the "About" section should direct the reader to the company's web site and social media for more information.

:: EXAMPLE :: INCLUDE YOUR LOGO IN THE HEADER

Lt. Joe Smith
Phone
Email

FOR IMMEDIATE RELEASE

ABC Ambulance Provides Life-Saving Care to Neighbors

(City, State, Month, Day, Year) – ABC Ambulance ….. use1-2 sentences to get to the point)

Next paragraph: provide details answering the who, what, where, when why and so what questions.

Next paragraph: Include a quote from someone on staff, the patient, a community member. That can be the executive director, patient or family member, mayor or community leader, etc.

Next paragraph: If needed add more information, such as details, data, where to find our more, when the next event is, etc.

About ABC Ambulance

Put your boilerplate here.

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