PRESS RELEASE

Headlines are Meant to Summarize the Topic of the Release
Subheads can go into more detail, but make sure they do not take away from the impact of your headline

CITY, State – The who, what, when, where, and why of your project presentation should all be included in one or two, to-the-point sentences. For example: Led by Joe Schmoe and Jane Doe, the Boulder Barnstormers mounted a second half comeback against the Sarasota Fliers to win 15-14 and take home the Our City Classic title held at the Pleasantview Fields in “City”, “State” Saturday.

“A good way to get a point across without sounding like it’s an opinion is to have someone from the event/game/database articles/etc. that you are writing about give a quote that summarizes the point you are trying to get across,” said the Barnstormers Joe Schmoe. “After you mention the comeback, let Schmoe tell you it in his words to back you up. You add to the release by having a reliable source reiterate what you already wrote.”

“A good recommendation is to dedicate one paragraph to one person talking, and a second quoted paragraph to show a new perspective on your topic that may not have been fully mentioned prior,” commented Jane Doe. “This way you introduce some of the main topics of your presentation.”

The rest of the release should complement the beginning paragraphs. Put additional information, peripheral details and any tantalizing facts that make your release newsworthy. This information can take up several paragraphs.

Be sure to add local ties to the release when applicable. This will make the release more interesting. The press is always more interested in items that are able to connect with them personally. So, add in the fact that one of the actors in your documentary is from Haslet. Or that a doctor in your study attained their BA from a Texas University.

Put your wrap-up paragraph at the end. If you didn’t already mention where you broadcast, movie, psa, etc. can be seen next, this is where it should go. Remember you can fib on this portion.

For more information please contact “your name or whoever will be in charge of media,” at fake email, fake phone
For more information online please visit www.FakeWebsite_Or_OrganizationSite.com
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