Sample news release:

Your Letterhead
With the usual information

NEWS RELEASE
January 1, 0000

CONTACT:
Josephine Blow, 555-5555

Large Headline with Audience Appeal
Optional subheading can embellish upon the story's strengths

(YOURTOWN, MN) – The dateline showing town and state is generally unnecessary, but can help if the location is significant. More important is to stress the audience appeal of your news in the opening paragraph.

How you continue depends on the purpose of your release. Are you sending out the whole story or simply inviting further coverage? Your release can also do both. If it's strictly an invitation, it might be best not to burden the release with all your message points and supporting points, but let them know why the story is important and all the details they need for attending the event.

"If you are telling the whole story," says spokesperson Jo Blow, "a quote is often a nice touch – especially for newspapers."

- Bullet points can be a very effective.
- They allow you to organize points within your release.
- It's eye-catching ...
- … which is important, as most releases are just a quick scan from the garbage.

For this sample release, I've chosen to single-space, making sure to double-space between paragraphs. Word processing programs will also allow you to compromise between single-space and double-space. Whatever spacing you choose, use at least a 12-point font. Whenever possible, keep your release to one page.

Additional Information: Can follow the text.
- Opportunities for further interviews might be noted, including who to call.
- Supporting statistics can be listed rather than burying them within the text.
- This is also a good place for an event schedule.

- END -

By Skip Wood, for Green Media Toolshed, http://www.greenmediatoolshed.org/