

SAMPLE PRESS RELEASE

COMPANY LETTERHEAD

Contact: *Your Name*
Your Phone Number

FOR IMMEDIATE RELEASE

HEADLINE: HOW TO PREPARE AN EFFECTIVE NEWS RELEASE

YOUR CITY, STATE, Date – The most important element in a news release is the lead. Ideally, the first sentence, or the lead, should explain who, what, where, when and sometimes why. The lead sentence should be less than 25 words. It must contain the news. Supporting details and additional information should follow in order of important, termed “inverted Pyramid,” but should include all essential and supporting points.

Write in the active voice as opposed to the passive voice using, if possible, action-oriented verbs. Short, simple, punchy sentences work best. The news release format is typically double-spaced without hyphenating words at the end of a line or the bottom of a page. Use only one side of the page and indent each paragraph. If your release is longer than one page, type “(more)” at the bottom of each page, and place a page number at the top of each continuing page. At the end of the release, insert and center the end marks: ###.

Present the information in a straightforward and factual manner. Avoid hype. Words such as revolutionary, dramatic and startling are overused. A news release is not an ad or a marketing flyer. If you wish to characterize the product or event, it should be done in the context of a quote. Releases should have a contact and telephone number at the top of the page. The contact must be available after the release is issued. If the release is issued late in the day, include an after-hours number.

(more)

To be truly effective, your release should be written in journalistic style. The ultimate reference and arbiter of style is the Associated Press Stylebook, available from the Associated Press, 50 Rockefeller Plaza, New York, NY 10020.

The last line of your release should contain a standard closing or “boilerplate” reference. For example, this is the standard boilerplate language for the AIA. Since 1857, the AIA has represented the professional interests of America's architects. As AIA members, nearly 72,000 licensed architects, emerging professionals and allied partners express their commitment to excellence in design and livability in our nation's buildings and communities. Members adhere to a code of ethics and professional conduct that assures the client, the public, and colleagues of an AIA-member architect's dedication to the highest standards in professional practice.

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