

Elements of a Good Press Release

(see sample on next page)

- ✓ Introduce the topic and provide the main message in the first paragraph. This may be the only information that the reporter sees.
- ✓ Insert quotes from leaders or experts. Quotes draw the reader in, add validity to the issue and can be used to express an opinion.
- ✓ Finish the press release with a boilerplate paragraph. This is the final impression that a writer has of the press release and is important information. (A boilerplate is a paragraph that states what your organization is and what it does.)
- ✓ Length should be limited to two typed pages with 1 ½ spaces between the lines.
- ✓ Contact information should be located at the top of the page, including name and phone number.
- ✓ Include the date and location of the release.
- ✓ Use a concise headline.
- ✓ Indicate that the release is more than one page by putting “more” at the end of the first page and any following pages.
- ✓ Signify the end of the release by placing ### or “end” on the line below your last line of text.

SAMPLE PRESS RELEASE (to promote an activity)

FOR IMMEDIATE RELEASE
DATE

CONTACT: Name
Phone

**Whitman County School Retirees' Association
Awards Scholarships**

Colfax, WA -- The Whitman County School Retirees' Association today announced the recipients of their 2011 scholarships. Each year, a \$750 scholarship is awarded to two worthy college students pursuing a teaching career.

This year's scholarship recipients include Rachel Elementary and Michael Chalk. Rachel Elementary is a junior at Walla Walla College studying special education. Michael Chalk is a senior and an education student at Whitman College.

"It is an honor to recognize these students," said Jane Educator, President, Whitman County School Retirees' Association, "These students have shown their passion for education and they represent the future of teaching."

Whitman County School Retirees' Association members also provide funds to active teachers for classroom projects and provide school supplies to local elementary schools. (INSERT APPROPRIATE ACTIVITIES FOR YOUR REA).

INSERT BOILERPLATE INFORMATION FOR YOUR ORGANIZATION.

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