



Marketing Support

Sample Press Release



HEADLINE IS THE REAL NEWS BOILED DOWN TO ONE LINE

Try a subtitle to the head if you want to highlight additional points

Month, date, year (CITY, STATE, WHERE NEWS IS ORIGINATING) – First sentence is the most important aspect of the news to your reader – the newspaper reporter. Make sure you address at least one of the three keys to newsworthiness: fun or fascinating, timely or relevant. Continue writing in an inverted pyramid format: from the most important elements of the news to the least important.

“Reporters love quotes because it puts a human voice behind the news. Be sure to validate and substantiate the news here,” said your library spokesperson. “Quotes are important for another reason: this is the only place where you can legitimately add opinion. Remember: while you can include some opinion, never add fluff. Anything not in quotes must be a fact.”

Be sure to follow proper press release format: an easy-to-read and professional typeface, double-spaced lines and correct grammar. Most reporters follow the AP style manual. It’s a good resource if you’re planning to send press releases on a regular basis.

Keep paragraphs and sentences short and to the point. After you’ve completed your release, read through it several times, removing any extra words. Remember: a reporter can call you for detail.

Most press releases can be completed on a single page. Reporters are busy – they want short, sweet and newsworthy.

Close your press release with a one-paragraph background on the library. Include your location and hours and a phone number where more information is available to the public. You’ll include a media contact name and number as the last line.

Media Contact: Your designated publicity person, phone number and e-mail address.