

How to Write a News Release

FOR IMMEDIATE RELEASE
[DATE]

CONTACT:
[LOCAL CONTACT PERSON/PHONE#]

Headline That Tells the News—Announces Something Unique or Provides New Information

“Kicker” in italics contains back-up information that adds to newsworthiness

(CITY, STATE) Your first sentence, “the lead,” should contain your most important news announcement, providing the basic facts on who, what, when, where and why. Your second sentence should include whatever pieces of important information you cannot fit in the first sentence.

“A quote often starts the second paragraph and delivers a major message point of your effort,” said [YOUR ORGANIZATION’S PRESIDENT OR SPOKESPERSON]. “A quote states an opinion and adds a human element to the story.” The person writing the release will make up the quote so that it is on message, but it must be approved by the person to whom the quote is attributed. It is often adjusted to respond to their concerns, tone and style.

Continue with more information on the event or announcement in paragraph three. Include interesting and relevant facts that are part of your main message.

A fourth paragraph might introduce a personal story of tragedy or triumph that relates to the issue.

“Amplify your message with another quote, either from the same spokesperson or from a different source,” said [PERSON WITH THE HUMAN INTEREST STORY OR ANOTHER KEY LEADER IN THE COMMUNITY]. “Be sure to make the quotes sound conversational and brief.” The quote might highlight why covering the uninsured is particularly important in your state or county.

The last paragraph tells the public what you most want them to know about your coalition or organization. How can people contact you via phone, mail or Internet?

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