



PREPARING A PRESS RELEASE

A press release serves to persuade reporters and editors to attend and cover your event.

ELEMENTS OF A PRESS RELEASE

Whether sent by post, e-mail or fax, a press release follows a particular format.

- **Headline** – its purpose is twofold: to summarize the information being shared and to seize the reporter's attention. The ideal headline is memorable, convincing the reporter to read on.
- **Dateline** – gives the city where the release is issued and the release date.
- **Lead paragraph** – serves to grab the reporter's attention and give key information – who, what, when, where and why – about the event.
- **Body** – gives greater detail about the purpose of and background for the event. Quotes from speakers and/or experts should be used here.
- **Boilerplate** – the closing paragraph describes the organization issuing the release. This should be straightforward, articulating the organization's purpose and activities.
- **Close** – demonstrates to the reporter the end of the release and is symbolized by ### or -30-.
- **Contact information** – the name, telephone number(s), e-mail and mailing addresses.

TIPS ON WRITING and PLACING A PRESS RELEASE

- Be clear and use compelling language. Reporters and editors receive many press releases on any given day and spend only a few seconds deciding which ones to read.
- Be concise. A superb release is no more than one page, a good release no more than two pages.
- Use quotable quotes – succinct and meaningful – from key speakers and/or foundation executives.
- Use a press release appropriately – to announce events that are meaningful to the community.
- Identify the reporter or editor who will be most interested in this event and send the release to his/her attention. Send your release to no more than one reporter or editor per media outlet.
- Prior to sending the release, identify each media outlet's accepted method of receiving press releases – e-mail, fax or post.

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