

PRESS RELEASE TEMPLATE

Date

Contact: First Name Last Name

contact@email.com

Cell Phone #:

For immediate release:

Headline As You Want It To Be Printed

Subheadline As You Want It To Be Printed

Date

City, State

First paragraph, ending with what you want a newspaper's lede to be. Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet

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PRESS RELEASE TIPS

Headline Identify the news item of your story and frame it in a headline

Lead Write a succinct paragraph in journalistic style to frame the story

Photo Visualize the photo you want – should highlight the human impact

Sound bite Know what your sound bite is going to be and ensure everyone delivers it

Supporting Facts Provide local angles, facts and figures from objective sources

Surrogate/Validator Quote(s) Pick speakers who shore up your position

Q&A/Opposition Response Prepare for media questions and opposition attacks