Month XX, 20XX

Contact: Name | Title

 Phone | Email

Writer: Name | Title

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**YOUR ONE-LINE HEADLINE WITH ACTIVE VERB HERE**

**LOGAN –** When writing a press release include who, what, when and where in the first paragraph, if possible, and generally hold the length to 30 words or less.

The fifth “w,” why, should be placed close to the top of your release. Answer why your information is important and why a reader should care. As you write, think of an upside-down pyramid. Place all of the most important information in the broadest portion of the pyramid.

Write short sentences and try to keep your paragraph length between two and four sentences. This sample press release provides a good example of both sentence and paragraph length.

Some excellent tips to keep in mind as you adhere to this sample format come from *On Deadline: Managing Media Relations* by Carole Howard and Wilma Mathews*.*

* Follow an accepted journalistic style of writing. Use Associated Press style.
* Go easy on length.
* Write clearly. Avoid academic jargon, legalese or other alien language.
* Remember the pyramid. But don’t put all the w’s in the lead.
* Beware of adjectives and adverbs. Especially avoid superlatives.
* Make it local.
* Attribute news to a person, not to a company or an organization.

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