

Pop Talk: How to Draft a Press Release

<Insert Organization Logo>

FOR IMMEDIATE RELEASE

Captivating Headline - Focus On Most Important Fact

Informative Subhead - Mention if your product/service is the "first," "best" or "only..."

CITY, State (Month XX, year) – This is where you put your lede - the first paragraph of your press release which explains the main point of your story and why people should be interested, including the who, what, where, when, why and how. Keep it succinct! Bonus points for linking your organization's name to your website.

In the second and third paragraphs, explain who should know about this information, why it's important, how large the impact will be. Journalists talk about the "inverted pyramid" where the most important facts are at the beginning of the story and the surrounding details come later.

Add a quote near the top of the press release that stands as its own paragraph and reads something like this: "X, Y and Z," said John Doe, Senior Vice President of Doe, Inc." X, Y and Z." The quote should elaborate on or say the main point of the press release in a different way, illuminating the relevance of the announcement, providing opinion or a strategic perspective.

The following paragraphs can include quotes from other relevant individuals, product features, a list of partner organizations or contest winners and other relevant details like contact info.

About Doe, Inc.

This area of the press release is called the boilerplate and it's pre-written language placed at the end of the press release. If you team up with another organization on an announcement, you should provide this boilerplate to the partner to ensure your organization is positioned the way you want to be represented. A boilerplate is a brief snapshot of your organization that concisely includes the following: products/services provided, accolades and achievements, the organization's size or history if it's impressive, what makes the company unique, and how to learn more about the company.

Suggested Tweet: This is where you can include a 140-character tweet to make it easy for people to share your news, including an official hashtag if applicable.

Photo 1: Sometimes the publication will only run a photo with caption so make sure your photo captions are workhorses!

Photo 2: A good photo caption includes not only names of people pictured, the location and date but also context and your organization name.

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Media Contact: *(Include the information for your organization's media contact below)*

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