

# ~~HOW TO WRITE A~~ PRESS RELEASE OUTLINE:

## ORGANIZATION NAME/LOGO

Organization address  
and phone number

## PRESS RELEASE

### FOR IMMEDIATE RELEASE:

Date of release

**Attention:** Name of Editor or Reporter

### For More Information:

Name of contact person

Phone number

### Catchy Headline:

*(A quick line that explains what's going on—should be both attention-grabbing and informative)*

#### Title

*(Another sentence giving a bit more information)*

### {First Paragraph}

- ✓ 2-3 sentences long
- ✓ Covers the five W's - **WHO, WHAT, WHEN, WHERE AND WHY**
- ✓ The most important information should come first – you want to grab the reporter's attention.

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### {Middle Paragraphs}

- ✓ If possible, include at least two quotes
- ✓ Imitate the "inverted pyramid" style of newspaper articles and put the most important information first.
- ✓ Each following paragraph should contain decreasingly important/vital information.

### {Closing Paragraph}

- ✓ State the purpose of your group or campaign, when it was started, and notable things that you have done.

**-###-**

*(Use this to mark the end of the release so reporters do not expect additional pages)*