

Media Tool Kit: Press Release How-to Guidance

FOR IMMEDIATE RELEASE

Date

Contact Person (Insert name(s) and phone number(s) of people who reporters can contact)

Press Release Headline

Subhead (if desired)

Your Town/City, NH — Lead with a sentence or two that provides a glimpse of the project and entices the reader to go on. The first paragraph should include the most essential five W's, i.e., Who, What, When, Where and How.

In the following paragraphs, put the information in descending order of importance. Talk about the topic in an objective way, conveying information rather than opinion.

Include a quote from one of the contacts or project leaders about the project. The quote is the opportunity to tell how you feel about the topic.

For more information, please contact [contact information]. Make sure to include your contact information at the conclusion of the press release, if you want the public to reach you.

Indicate the end of your release with either “# # #” or “-30-”