

NEWS RELEASE



HEADLINE

Write a catchy headline.

Use this as your email subject line: it's the first thing reporters and editors see.

DATE

Include the date and location of your story

You don't want media asking where is this story taking place? Is it relevant to my readers?

CONTACT

Include contact info: phone and email.

Should be a person who is knowledgeable about the topic and can arrange interviews.

HYPERLINKS

Include hyperlinks to your website, email and social media.

Make it as easy as possible for media to find out more about your organization, event or news.

IMAGES

Include good quality, relevant photos or videos or links to find them.

Alternately, can you offer a photo opportunity tied to the news story?

PROOFREAD

Double check your spelling, contact info and links before you click send!