Media Release Template

Media Release:

For immediate release   Contact name
Or for release on date: Email
                                                                                          Phone number

Headline

(City, State, Month Date) – Lead paragraph: The first paragraph of the release generally answers the "who," "what," "when," "where," and "why" questions. It should be roughly two sentences. The first sentence or lead is where you put the newsy or most important piece of information. (For example: "Findings from a REL Central study released today suggest that nearly half of school and district leaders in Colorado, Missouri, and South Dakota leave their schools or districts within three years—a phenomenon that is associated with poor outcomes for students and can create significant costs for districts.") The second sentence describes what the next steps are or sets the timeliness of the story. Consider this paragraph a summary of the rest of the article.

The second paragraph provides more detailed information about the topic of the release.

Quote: Provide a quotation from someone directly associated with the topic of the release.

Additional paragraphs provide supporting material and further details (additional quotations, background information, statistics, and so on)

For more information, please contact:

Communications professional name
Title
Organization name
Email
Phone number

Content expert name
Title
Organization name
Email
Phone number

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For the footer:

Company boilerplate language
Company address