**NEWS RELEASE** DATE

# Contact: Name, phone number(s) and email of person the reporter can contact for more information

# Headline Should Succinctly Summarize Story

**DATELINE (name of city where event is happening)** – The first paragraph of your press release should quickly get to the point of the story. What is the “news” you are releasing? Don’t be coy, tell the media what the story is upfront as they may not read more than this one paragraph.

Pay attention to how your local papers write their stories and try to emulate them. The easier it is to adapt your press release to a news story, the more likely it will be picked up. Also, if you are sending the release to television stations, point out any possible visuals – such as kids, playgrounds, fire stations – that would be of interest to a visual medium.

“Include a quote,” said EXPERT OR OFFICIAL. “This is a great way to vocalize the ‘why’ Why is what you’re doing important?”

Finally, don’t expect a reporter to run your press release as-is. The press release is a tool to help reporters understand the news your city is making. Many reporters will use bits and pieces of the press release, but will also do their own reporting.

The final paragraph should be your city’s tag line, such as; The City of Wherever was founded in 1929 and is a full-service city that is responsive to the needs of residents and businesses alike.

**– 30 – or ### centered at the bottom of the page - indicates the end of the press release so reporters know there are no more pages**