

NEWS from Organization's Name

Street Address
City, State, Zip
Website (optional)

Public Relations Contact Person
Office Telephone Number
E-Mail Address
FOR IMMEDIATE RELEASE
Sending Date

HEADLINE, ALL-CAPS AND CENTERED (Optional) Subhead, caps and lower-case letters (Optional)

DATELINE CITY, State—Begin with the heading information, including the organization's name and address, and perhaps a main telephone number or website. Include the name and contact information for the public relations director or writer.

A news flag is an optional part of the heading. Note both the sending date and the release date, usually indicated by the phrase "For Immediate Release." Keep this heading as small as possible so as not to take up valuable space for the news release.

You may include a headline. If you do, use present tense and type it in all-capital letters and centered over the body of the news release.

Begin the body of the release immediately after the optional dateline, or after the date if you do not use a headline. Allow left and right margins of at least one inch. Type copy in line-spacing intervals of 1.5 or 2 to allow the editor to make up the copy. Also, use an unjustified (ragged) right margin. Do not hyphenate words at the ends of lines.

Keep paragraphs short, usually between two and five typed lines. Remember that one line of typed copy will equal about three lines of type in newspaper columns. Use standard paragraph indents of about one-half-inch, with no extra spacing between paragraphs.

"The news release should look like a manuscript," said Ron Smith, the author of this textbook. "You want the editor to take out a pencil and begin marking up your news release for use in the paper. That's your immediate objective."

Make every effort to keep the release to a single page, and conclude the release with an end mark centered below the last line, said Smith.

If it is necessary to continue the news release to a second page, make the break on a paragraph. Never break in the middle of a paragraph. Include a more line at the bottom of the first page, and include a slug line at the top of the second page.

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