

NEWS RELEASE WORKSHEET

Courtesy of The Breton Group

FOR IMMEDIATE RELEASE
TODAY'S DATE

HEADLINE

The headline is one of the most important components of the news release as this needs to "grab the attention" of the editor.

FIRST PARAGRAPH

Start with your city, state and the date of the news. Your first paragraph of the release should be written in a clear and concise manner. The opening sentence contains the most important information. Never take for granted that the reader has read your headline. It needs to contain information that will "entice" the reader. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

SUBSEQUENT PARAGRAPHS

Answer the questions "who", "what", "when", "where", "why" and "how". Your text should include all pertinent information about your property, deal or announcement. If you include a quote from someone that is a credible source of information, include their title and why they are considered a credible source. Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. All sentences should be separated by one space only. Your release should be between 250 to 500 words. Don't forget to proofread for spelling and grammatical errors.

CONCLUSION

Your last paragraph should be a brief description of your company along with the products and services it provides. You may also want to include a contact person that readers can reach for more information.

At the end of the release, you need to indicate that the release is ended. This lets the editors know they have received the entire release. Type either ### or "End" on the first line after your text is completed. If your release goes over one page, type "MORE" at the bottom of the first page.

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CONTACT:

Contact Person (sender of the release)

Company Name

Phone Number

Email Address