

News Release

RELEASE DATE or “FOR IMMEDIATE RELEASE”

SLUGLINE (what the story is about)

City or Town, Province, Date – This is the lead and contains basic information about the who, what, where and why, as well as the local angle and timeliness of the story (usually not more than 30 words).

The next most important information is included in this paragraph (comments, background).

Each succeeding paragraph contains information of less and less importance in terms of what you want the reader to know. This way, if the editor chops the story, the least important information at the end of the release is likely to be removed first.

If the release continues on the next page, this page should end with a complete paragraph. Also put the word “more” at the bottom of the first page. This signals the editor to the fact that there is more on another sheet (helpful if the pages get separated).

Number the top of the second page. The release should be signed off with the following symbol:

-30-

CONTACT: Name
Title
Organization
Address
Phone Number

Source: Western Economic Diversification Canada’s Promotions Toolbox