PROPER FORM FOR NEWS RELEASE

1. Begin the body of your release about halfway from the top of the page. Always type double-spaced. There are no exceptions. That's because print or broadcast news editors need room to prepare your release for production.

2. Be sure the contact information is complete, including your home phone number and the date the release was distributed.

Cont’d...

3. If it is a timed release, delete the “for immediate release” line and insert the proper embargo information, such as “12noon, Friday, July 25, 2006.” Be explicit.

4. An identifying headline should summarize the gist of the story. Its function is to tell editors in capsule form what is in the release.

5. Use at least one-inch margins at the right, left, top and bottom. Your release should be typed perfectly. Do not insert editing marks. Indent paragraphs at least 10 spaces.

Cont’d...

6. The first paragraph is the lead or summary of the most important fact(s) in the story.

7. Paragraphs should be short, preferably not more than four lines, punctuated correctly, easy to read and understand. Sentences should average about 15 to 16 words.

8. If you are writing a broadcast release, use broadcast style. Especially remember to use active verbs, spell out numbers rather than using Arabic numerals and give phonetic pronunciation (in parentheses) for names or technical terms.

Cont’d...

9. One-page releases are more likely to be printed or broadcast, but you can use additional pages as necessary. If you do, remember to insert “more” at the bottom of all but the last page.

10. At the top of the second page, flush left the identifying “slug” line from the suggested head and “Add 1” for page two, “Add 2” for page three, and so on. Never split a sentence or paragraph between pages.

11. Although the symbol “~30~” is used most often to show the end of a release, some people prefer “end” or the symbol “#.”