

Top Tips

Here are some tips to write a press release to your local press.

1. Body text

The body text should include any relevant information to your school. Include any achievements the school and it's students have obtained. Also include quotes from staff members, students or parents.

2. Opening Paragraph

Contains the who, what, when, where, and why.

3. Company History

Try to do this in one short paragraph.

4. Headline

Keep it short and sweet. Headlines should be one line. Clear, simple words will tell them instantly what the story is about.

5. Endings

If there is more than 1 page use: -more-

Indicates the press release is finished.

Also...

Ideally all releases will be written in minimum of 11 point type.



Celebr8 Your School - Send a press release.



Example format of Press Release

Contact:

Contact Person

Company Name

Telephone Number

Fax Number

Email Address

Web site address

Headline

City, State, Date – Opening Paragraph:

Remainder of body text

-more-

(The top of the next page):

Abbreviated headline (page 2)

Remainder of text.

(Restate Contact information after your last paragraph):

For additional information or a sample copy, Contact:
(all Contact information)

Summarize product or service specifications one last time

Company History

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