

# How to Write A Press Release

by Deborah Torbert

\* Use a letterhead.

\* The entire release should be double spaced, if a paper copy will be used. (Do NOT double space e-mails)

**CONTACT:** your name: (your title - optional)  
street address:  
town, state, zip:  
phone:  
fax:

**FOR IMMEDIATE RELEASE** (if it is for the day you send it). Otherwise, say "FOR RELEASE (date)".

**ATTACHED (optional):** (Give picture description and subtitle here)

**ARTICLE TITLE** (in a complete sentence)  
optional - **SUBTITLE** (in complete sentence)

**TOWN** (your town in capital letters), **STATE** (abbreviated), **MONTH** (abbreviated), **DATE** --- **Start your press release HERE.**

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In the body of the 1st paragraph use the **who, what, where, when, why and how** to explain what you are doing.

In the next paragraph you can give more or less important information. (optional)

In the last part of the release make sure you say, "**For more information, contact (farm, business or person, usually the same person as above) at (phone number, web address and e-mail address)**"

**To end it use "###" in the middle of the paper**, spaced below the body or right corner. Or,.....

**Put the word "-more-" centered at the bottom of the first page, last line** when you have more than one page. Pages get lost.

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**1.)** Use the first paragraph to **tell why the reader wants to read the WHOLE article**. You can ask a question, or just say, "Next Thursday, for the first time in our town's history (or the third year in a row), ABC Emu Farm will open its gates to free public tours in celebration of National Emu Week."

**A question lead would be something like:** Ever see an emu egg? Wonder how long it took to hatch? Next Thursday, answer these questions and give the kids a chance to visit a real, working emu farm during ABC Emu Farm's free public tours. The tours are being conducted in celebration of National Emu Week, May .....

**2.) Use quotes** -- either from the state coordinator or local producer -- just to give the information some flavor. Something like, "There are thousands of emu producers across the country, working on large emu farms or small family operations," said Joylene Reavis, national N.E.W. coordinator.

**3.) Each press release should have a "boiler plate" ending** -- something like, "Emu producers across the country are working to provide more information about the industry and emu-based products that increase the quality of life for every user. National Emu Week is being celebrated to educate the public about the emu industry and about its benefit to the American public. For more information, contact \_\_\_\_\_ . ( see info above)

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