



THE PRESS RELEASE FORMAT

Headline

Highlight the main news point

Intro / Lead

Start with a BANG! Aim to answer as many of the 5 W's as possible in your 1st sentence (Who, What, When, Where, & Why)

Source

If you have not already done so, answer the question: "How do I know?" This provides credibility

Essentials

This includes why the story is significant, the perspective. Here you answer the questions: "So what?" & "How?"

Quotes

Give the release some life & add quotes

Contact Information

Make sure to include name(s) and contact info for individuals who can provide information to the media

Anything Else?

Is there anything else important that's missing? Perhaps a boilerplate message on your organization

The End

Type "End" at the end

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