



Writing a Press Release

A press release should be sent to the news media to announce any newsworthy event – a meeting, an award, a fund raising project, etc.

Ideally, the press release should be typed or computer-written. If not, it should be written neatly and legibly in pen.

The following guidelines should be followed:

1. The name of your organization should be shown at the top of the page.
2. Also near the top of the page, below the name of the organization, should be the date that the press release is being sent.
3. Below the contact information, there should be a title that tells the general topic of the press release.
4. The actual press release should open with the most relevant, important information about the press release topic. The following basic questions should be answered in the first paragraph as they relate to the topic: Who, What, When, Where, Why.
5. Any other relevant information about the topic should follow the opening paragraph in a manner that makes sense.
6. Write clearly and concisely. Double-check to be sure that dates, times, and name spellings are correct, and that there are no grammatical errors.
7. At the end of the news release, the following symbols should be centered on a line to indicate the end:

#
8. Somewhere on the news release page (top or bottom) there should be a contact name and information (telephone number, e-mail address, etc.) for the press release. This is the person that sent the release or the person that the news media should contact if they need more information.
9. If you wish to issue an invitation to the news media to attend the event that is being announced, include a message to that effect following the press release.

Prepared by the OREA Communications Committee:

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