

Center for Media Justice
➔ **SAMPLE PRESS RELEASE**

Your organizational logo (optional)

FOR IMMEDIATE RELEASE

TODAY'S DATE

CONTACT 1: **NAME** **CELL PHONE NUMBER**
CONTACT 2: **NAME** **CELL PHONE NUMBER**

HEADLINE: **A CATCHY STATEMENT ABOUT YOUR NEWS**

SUBHEAD: *ELABORATES ON YOUR HEADLINE*

PLACE & TIME BRACKET: [City where news is taking place, MONTH, DAY of event]

First Section YOUR NEWS HOOK: 1-2 sentences on why this event or issue development is important news, timely, and impactful for a large number of people. Put the most important information first, as you would see it in a newspaper story.

Second Section DETAILS & QUOTE: Include 2-3 sentences detailing what's happening, where and when, as well as who's involved and who's impacted by the issue or news. Follow this paragraph up with a quote from someone directly involved or affected by the issue or news.

Third Section BACKGROUND & SPECIAL FEATURES: Add important facts, stats and history that help convey the news story. Include anywhere from 1-3 paragraphs that provide deeper context and conditions, including who is responsible to change the conditions or what is needed to fix the problem. Add information about special features that make your event/news particularly photoworthy or unique, including key speakers and their organizational affiliations. Try to keep your press release to one page; two pages is the absolute maximum.

Fourth Section DESCRIBE GROUP OR HOSTS: Close with a description of the organization(s), coalitions, or individuals involved.

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