



HOW TO

Write a Press Release

How to Write a Press Release

A press release is the most commonly used tool to promote an event.

The purpose of a press release is to deliver your message in a comprehensive manner. Your press release should convey what you consider to be most important about the event. Remember, many newspapers will use your press release word-for-word as its article. Start with the most important information and finish with the least important.

- Use your organization's letterhead, if you have one. If not, make sure the name, address and telephone number of your organization are at the top of the page. Include your Web address if you have one. Use 8-1/2 x 11 paper.
- In the upper left corner, put "**For Immediate Release**" followed by the release date.
- Just below the release date put "**CONTACT:**". Then give the name, title and telephone number of someone from your organization who can be reached at any time to answer questions about the event. Include a number where a reporter can reach you after 5 p.m. Reporters do not always work 9-5 and may need to reach someone from your organization after normal business hours. Also put "**Page 1 of 2**" if the release is two pages. This helps keep the pages together when faxing releases.
- Begin typing the release about one-third down the page. Space between paragraphs or indent and double space paragraphs. Do not hyphenate words at the end of lines.
- Be sure all dates, times and places are accurate and all names are spelled correctly.
- The release should answer the questions who, what, when, where, why and how.
- The most important information should appear in the first paragraph.
- The paragraphs following this should include other information in order of importance. Do not exceed two pages in length (one page is preferred).
- At the bottom of the first page, type "**more**" centered on the last line, if the release is two pages long. In the top left corner of the next page, put a one or two word description of the release. Then type in "**Page 2 of 2.**"

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How to Write a Press Release

CONTINUED

- At the end of the press release, type "###" centered on the last line. This tells the editor your release is finished.
- Contact the news organization or check their Web site for the appropriate person to send the release to. Ask if faxes or email releases are preferred and be sure to get the correct email address or fax number.
- Fax or email your news release to a newspaper, radio or TV station anywhere from three to five days before the event. Once the release has been sent, you will need to follow up with a phone call to make sure the right person has seen it and to ask if any additional information is needed.

Parts of a Press Release

a) Heading

- Contact information
- Release date
- Title/headline

b) Body

- Lead (who, what, when, where, how)
- Quotes
- Supporting information

c) Ending

- Boilerplate (background information on the sponsoring organization and information as required for SC Humanities)
- End notation ### centered at the bottom of the page.

On the next page is an example of how to write a press release (**Press Release Format**) and following is a **Press Release Sample**.

Press Release Format

Example information is included in BOLD type.

Your organization's logo/letterhead

- a) For immediate release
(day and date)

Contact: Name of person who can answer media questions

Title

Telephone number

Email address

Headline that tells the news – announces something

Islam in the South Topic of Spring Forum

- b) Your first sentence, "the lead" should contain your most important news announcement providing the basic facts on who, what, when, where and why. Your second sentence can include whatever pieces of the important information you cannot fit in the first sentence. The lead should be only one sentence. Remember: who, what, when, where and why.

"Islam in the South" is the topic of the Midlands Religion Council's Spring Conference, April 12 from 4:30 until 6:30 p.m. at the Lutheran Theological Seminary in Columbia. The event is free and open to the public.

Continue with more information on the event in the second paragraph.

Include interesting and relevant facts here that are part of the main message.

You may include biographical information on the speaker or panel.

Dr. David Doe, renowned expert on the Islamic faith, is the keynote speaker. A graduate of Duke University, Dr. Doe is the author of several books on the Islamic faith. The focus of his talk is the growing number of Muslims and how they are integrated into Southern culture. In addition to the keynote address, a panel discussion will feature Dr. John Smith of the Lutheran Seminary; Dr. Rashad Ameer of the Islamic Community Center and the Rev. Susan Johns of the University of South Carolina.

- c) The last paragraph tells the public what you most want them to know about SC Humanities and your organization. Be sure to refer to the Graphic Standards for the required information on SC Humanities. Indicate how people contact the organization: phone, fax, email or internet.

This program is sponsored by SC Humanities a state program of the National Endowment of the Humanities; Inspiring, engaging and enriching South Carolinians with programs on literature, history, culture and heritage. Visit the Web site at www.schumanities.org. For more information contact Jane Doe at 222-3333 or email jdoe@aol.com.

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Press Release Sample

(page size 8.5" x 11")

(a) → **For immediate release** Your Organization Stationary
(day and date)

Contact: Name of person who can answer media questions
Title
Telephone number
Email address

Headline → **Islam in the South Topic of Spring Forum**

(b) → **"Islam in the South" is the topic of the Midlands Religion Council's spring conference, April 12 from 4:30 until 6:30 p.m. at the Lutheran Theological Seminary in Columbia. The event is free and open to the public.**

Dr. David Doe, renowned expert on the Islamic faith, is the keynote speaker. A graduate of Duke University, Dr. Doe has studied the Islamic faith and is the author of several books on the subject. The focus of his talk is the growing number of muslims and how they are integrated into the Southern culture. In addition to the keynote address a panel discussion will feature Dr. John Smith of the Lutheran Seminary; Dr. Rashad Amee of the Islamic Community Center and the Rev. Susan Johns of the University of South Carolina.

(c) → **This program is sponsored by SC Humanities, a state program of the National Endowment for the Humanities; inspiring, engaging and enriching South Carolinians with literature, history, culture and heritage. Visit our web site at schumanities.org. For more information contact Jane Doe at 222-3333 or email jdoe@aol.com.**

Do Not forget your ending notation → **###**



HOW TO

Use Our Logo

Graphic Standards for SC Humanities

As SC Humanities seeks to increase awareness of the Council, each grantee is responsible for assisting in this effort by doing local publicity for Council sponsored programs. The following list outlines what is required.

- Each news release, poster, flyer, sign and program must include the following information:

This program is funded by SC Humanities; inspiring, engaging and enriching South Carolinians with literature, history, culture and heritage. Visit our Web site, www.schumanities.org.

- The logo of SC Humanities must also be included. The logo is available in color and black and white from our Web site at www.schumanities.org. Below is SC Humanities logo:



- For radio and television interviews be sure to state that the program is sponsored (funded) by SC Humanities.
- When introducing the program be sure to state that the program is funded by SC Humanities.
- Signage for the event should include the following information on each one:
 1. This program is sponsored by SC Humanities
 2. www.schumanities.org
 3. Council logo
- SC Humanities logo should be included on all printed material such as programs, flyers, signs, etc.
- Correct reference in writing: **SC Humanities**.
Please refer to the council as **South Carolina Humanities** or **SC Humanities** when speaking.
- **SC Humanities** logo should be dominant when used on any printed materials .

Usage & Limitations



CLEAR SPACE is equal to the height of the letter 'a' in HUMANITIES



MINIMUM SIZE is 2" wide (including clear space)



DO NOT use a drop shadow on the logo



DO NOT stretch or "squish" the logo



DO NOT use the wordmark alone without the icon

Sample Program Flyer

Here is a Sample Program Flyer that can be displayed at prominent locations prior to and at your event.



The diagram shows a flyer layout with four callout boxes on the left pointing to specific elements:

- See Graphic Standards for logo information** → points to the **South Carolina Humanities** logo in the top right corner.
- Your program/event name or caption** → points to the main title **Islam** in large blue font and **In The South** in green italicized font.
- SC Humanities Verbal acknowledgement** → points to a paragraph of text: "This program is sponsored by SC Humanities, inspiring, engaging and enriching South Carolinians with programs about literature, history, culture and heritage for more than 40 years. SC Humanities is a state program of National Endowment for The Humanities and in turn provides funding to programs and projects supporting the humanities in South Carolina."
- Your organizational information** → points to the text **INFORMATION ABOUT YOUR ORGANIZATION HERE** in bold blue font.

SAMPLE LAYOUT

Sample Podium Sign

Below is a layout example which may be created and printed out to attach to the podium. The podium sign should have SC Humanities logo on it.

