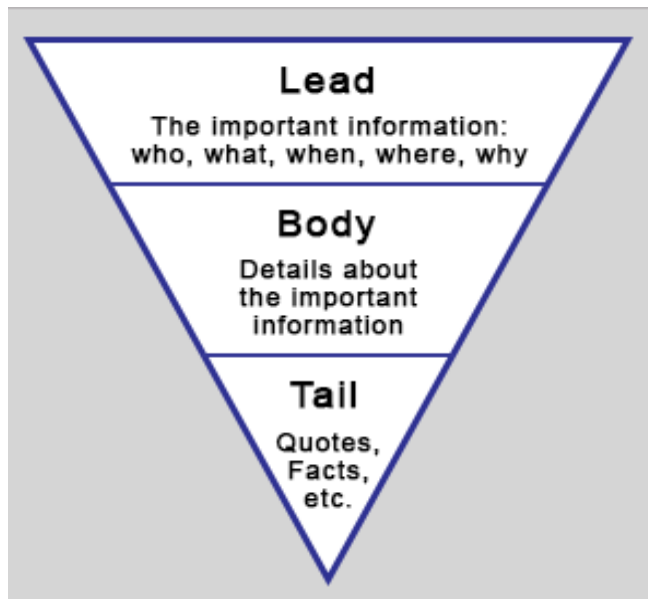


Press release Template

A press release always follows the “inverted pyramid” method:



Paragraph 1

Most newsworthy information: The 5 W's: Who, Where, What, When, Why

Ex. JFK is dead.

Paragraph 2

Less important information: Facts revealed in order of importance => Is about the 6th “W”: HOW

Paragraph 3

Quotes (eg from speakers or someone relevant to the event, press release etc, that can give credibility to the topic / theme of the press release) and other info. => Is about the 6th “W”: HOW

At the end of the press release, mention communication details, who is in charge for giving information, email address, telephone numbers etc.

Boiler text:

At the end of the press release, we can add logos, sponsors, funders, boiler text etc.

Keep the press release short and simple!

Always think as a journalist: Is what you are writing “NEWS”?
Use short, concise sentences - use vivid, precise verbs + words.

Do not use technical or foreign terms.