



PR TEMPLATES & GUIDELINES

Provided by Sato Sanikian, Valley ROP

(Put on ROCP Letterhead)

NEWS RELEASE (PRESS RELEASE)

Date: _____

Contact Person: _____

Title: _____

Phone: _____ **FAX:** _____

Email: _____

FOR IMMEDIATE RELEASE

HEADLINE

(Note: It will probably be changed by the editor...yet come up with a simple & catchy title)

Sub-heading

(City, State -- Date) _____

#

TIPS

- Include the five 'w'...who, what, when, where, why (put least important information at bottom - editors cut from the bottom up)
- Do NOT use all capital letters (only in radio spots).
- Double space, keep release to one-page length if possible, and keep wide margins.
- Consider attaching a very brief hand written note thanking them for their consideration of running story. (Use their name)
- Once story runs, send them a thank you note for their work. (Enclose clipping of story and mention impact it had on program.)
- Keep clippings of all articles to use for other publicity efforts.

