Press Release Headline Here in Title Case

Optional subhead is placed here, usually in sentence format.

CITY, State, Month Day, Year --The opening sentence is the most important element in a press release where you should succinctly summarize what is being announced. The opening paragraph should clearly get the reader's attention through a strong hook while providing the most important facts. As a best practice, write your press release first then come back and develop the opening paragraph as a summary of the press release. Then compare this new opening paragraph with your initial first paragraph.

A press release should consist of three to six paragraphs where you provide all the relevant facts and information a reporter should use to write a story. The most important information should be listed first, with the least important information appearing in the final paragraph. Each paragraph should consist of three to six sentences written in the third person. You should maintain an objective tone and avoid hype. You may include a url in your press release, but ensure the link is not too long. www.mdccc.org is a good length, I wouldn't want to have anything longer like http://www.mdccc.org/VISTA/files/BlankMonthly12-13.doc or the reader may skip over it without taking time to visit. The average press release consists of 500 words or less.

"A great press release should include a great quote from a program participant or community partner," says Maryland-DC Campus Compact AmeriCorps VISTA Nick Mueldener. "An important thing to know about quotes is that the media generally won't use them unless they are evocative, fresh or state something in a way that would be very difficult to paraphrase. To ensure your quote finds a home in a story based on your announcement, avoid cliches or generalizations."

Be sure to spell check your press release and fact check any facts or statistics in your press release. You should check your grammar as well read your press release aloud to ensure there aren't any obvious errors. Lastly, have your supervisor, a trusted colleague and/or another VISTA read your press release. A press release can be used to announce a new or successful program. Other press release topics can include a new partnership with a company or organization, as well as being issued an award or grant.

Optional Boilerplate (About _____)

A boilerplate is a short paragraph that explains the mission of an office or university and what the specific project is. Boilerplate is optional, but it doesn't hurt to have one to help explain more of what you do. Think of boilerplates as the abstract of your VISTA project that is written for the press. Once you've written a boilerplace, you can use it in all of your press releases.

Contact:

Name of Contact
Title of Contact (Maryland-DC Campus Compact AmeriCorps VISTA)
University/Office Name
Contact Phone Number
Contact E-mail

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