Tips for Issuing a Press Release

1. Consult with post Public Affairs Office in all cases

2. The Public Affairs Office will issue all press releases but may welcome your involvement in writing releases.

Tips for Writing a Press Release

1. Identify your target audience/publications and determine how much information they are interested in receiving

2. Conduct background research (if necessary)

3. Identify 3 – 5 key points that you wish to convey

4. Create a working headline that grabs reader's attention

5. Start press release with most important news/information first

6. Provide detail later in press release

7. Include one or two quotes from a spokesperson or stakeholder

8. Keep press release brief

9. Reduce word count by eliminating unnecessary words

10. Proofread and give to colleague for review

FOR IMMEDIATE RELEASE

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TITLE

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Dateline – Paragraph 1
Aberdeen Proving Ground, Md. – Paragraph 1 should be similar to a news lead, including all pertinent information (who, what, when, where, why). Typically, the lead paragraph is one concise sentence.

Paragraphs 2 – 4
These paragraphs expand on the lead paragraph and provide details.

Paragraphs 5 – 6 (optional)
If available, insert quotes from a spokesperson or stakeholder who is involved with or affected by the news.

Paragraph 7
Conclude press release with brief 1 or 2 sentences describing your office or organization. If contact information is not found in letterhead, include here.

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