

### Press Release Template

[insert organization's or study's logo]

#### **For Immediate Release**

**Contact:**

**Author's Name, Title**

**School/Department**

**Address**

**Telephone**

**Fax**

**E-mail**

#### **One-Line Attention-Getting Title**

(City, STATE) Date of Distribution—This is a sample press release. Every release should begin with a short (25 words or less), one-line paragraph that hooks the reader's interest.

The purpose of a press release is to provide newsworthy information to the media. "Newsworthy" means that the information is **(1)** timely (has some immediate impact on readers); **(2)** novel (the first, the best, etc.); **(3)** consequential (a development that will have significant impact on readers); **(4)** dramatic (reveals something quirky or colorful about the human condition or character); **(5)** prominent (relates to a public figure or organization); or **(6)** proximate (affects people living in an area). Contrary to popular belief, newspapers and television stations are not sitting around with empty space to fill, nor do they feel a moral responsibility to write about PSU.

The press release should be a concise (no more than two double-spaced pages), factual, informative, and straightforward piece of writing that describes what you want the public to know. The most important and indispensable information (who, what, when, where, etc.) is located at the beginning of the story; the most expendable information is at the end. Make every paragraph, sentence, and word count.

Text in all press releases should be typed in the font Tahoma, size 10. If you don't have Tahoma, use Palatino, Helvetica, or Times Roman.

If you are unable to fit your information in the preferred one-page format, end page one with:

(more)

Add the following heading at the top of page two:

## **Page 2—Key Words from Title**

Otherwise, end the body of the press release with the following symbol:

###

If you are announcing an event, be sure to include accurate information about the time, date, location (including street address and room number), and cost. Proofread, proofread, and proofread. Most media require at least 2 to 3 weeks lead time to publish your event.

If you use a quote, and it is recommended that you do, give it its own paragraph so that the reporter can easily pick it out.

At the end, add “boilerplate” text about your research institution. For example: The Center for Interdisciplinary Research on AIDS (CIRA) was established in 1997 and is currently New England’s only National Institute of Mental Health (NIMH)-funded AIDS research center. CIRA brings together scientists from 20 different disciplines and two institutions, including Yale University in New Haven, CT and The Institute for Community Research in Hartford, CT.

Research institution name here

Physical/mailing address here

Telephone number here

Fax number here

# #

Adapted with permission. This work was supported, in part, by Yale University’s Center for Interdisciplinary Research on AIDS (CIRA), through grants from the National Institute of Mental Health to Paul Cleary, Ph.D. (No. P30 MH 62294).