News Release Tips and Formatting

Name of Your Organization
FOR IMMEDIATE RELEASE
Date

Contact: Name, Phone

Headline That Makes News Editors Want to Read On

(Your City) – Lead with the most important information first. Be certain that the news release includes who, what, when, where and why. If the last half of your release were cut, would you have included essential information? Think newsworthy and timely if you want an editor to keep reading.

Keep in mind that media determines what "news" is regardless of how important an event or announcement may be to us. The purpose of a news release is to get the media's attention in order to gain news coverage.

Accuracy is critical. Be absolutely certain that names are spelled correctly. Double check phone numbers and statistics. Ask someone else to help proofread the release.

A quote or two is fine, but keep quotes brief and be sure they add something.

Keep your news release to one page. Very rarely is it necessary for it to be any longer. You run the risk of an editor pitching it if it's not succinct.

Use concise language – no legalese. Keep it simple. If editors or reporters want more information, they will contact you.

Preferences vary, but if you e-mail news releases it is often better to send as text in the body of the e-mail. Attachments often are not opened.

Include the symbol below at the end of the release to let editors know it is completed.

# # #

Information below the # # # symbol is not part of the news release, but may alert media to additional information, for example, to indicate that a photo is available to accompany an article.

Go to texasbar.com/media to view State Bar of Texas news releases.

Call Lowell Brown at 800.204.2222, ext. 1713 or 512.427.1713 for further assistance.

State Bar of Texas Public Information Department