**News Release Tips and Sample News Release Template**

News Release Tips

* Be familiar with the types of articles/news covered in all media targeted.
* Keep your media mailing list current.
* Always have a reason to write a news release.
* Make your releases as newsworthy, short, readable, and timely as possible. They must be complete, correct, and specific. They must provide sufficient and accurate information.
* Time your releases in consideration of media deadlines.
* Use content that meets the standard for print, electronic, or broadcast media.
* Put the most important elements in the first paragraph of a news release.
* Include facts that answer these questions:
  + Who?
  + What?
  + Why?
  + When?
  + Where?
  + How?
* Head the news release with a short statement that tells the essence of the story. (Editors often decide whether they will cover a story after reading one sentence.)
* Keep sentences and paragraphs short, and limit news release length to one or two pages.
* Exclamation points do not make your statements better or more important, just louder. Try to avoid using them unless something is truly extraordinary or intended to be shouted.
* Indicate the sender and date of release. Provide the name, email, and phone number of a person to contact about information in the release. Make sure the contact information is current and that the contact person will routinely check email and phone messages. Contacts listed in news releases MUST BE AVAILABLE.
* Proofread your release. Have someone else proofread your release. Proofread your release AGAIN!
* Today’s media most often rely on email for their information. When sending your release to your media list via email, don’t forget to use good email etiquette.
* As they say, pictures are worth a thousand words. A compelling photograph is a great way to get some easy publicity. The key is to make sure the photograph is indeed compelling. Pictures of handshakes, oversized checks and ribbon cuttings will not be used by major publications. Also , be aware that many journalists do not accept email attachments. It’s a good idea to find out each journalist’s preference on how to deliver photographs. (The same holds true for attaching press releases themselves. Consider pasting the text of your press release into the body of your email rather than sending it as an attachment.)
* Please also forward a copy of your news release to IIA Headquarters at pr@theiia.org.

Sample News Release Template

[Chapter Logo] FOR IMMEDIATE RELEASE

[Date]

Contact: [Name]

[Phone, Cell Phone]

[Email]

**[HEADLINE SHOULD BE ALL CAPS IN BOLD]**

[Subhead should use upper and lower case, italicized]

City, State – [Lead paragraph should include the who, what, when, where, and why of the story, so if the reporter were to read just this, he/she would have all the facts.]

The rest of the news release expands on the information provided in the lead paragraph. It includes quotes from members, such as your chapter president, or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place, or thing.

"You should include a quote for that ‘human touch,’" said John/Jane Doe, CIA, president of the Anywhere Chapter of The IIA. "And you should use the last paragraph to restate and summarize the key points."

For more information, contact [NAME] or visit the Anywhere Chapter‘s Web site at [Web address].

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