



Illinois Education Association-NEA

Ken Swanson, President
Robert Blade, Vice President
Cinda Klickna, Secretary-Treasurer
Audrey Soglin, Executive Director

100 East Edwards Street
Springfield, IL 62704-1999
(217)544-0706 Fax 217.544.7383

News release template

Letterhead (If any)

Contact: (name)
(cell/home phone)

FOR IMMEDIATE RELEASE

HEADLINES SHOULD GRAB ATTENTION (14pt type)

(12 point type) Town, IL – Date Lead paragraph conveys the point you want understood. Addresses the basic “Who?” “What?” and, possibly, “Where?” questions. The reader should have a good understanding of “what happened” from paragraph one.

In paragraphs two and three, provide more detail, including “When?” and “Why. Also, ideally, you will have at least one quote.

In the bottom half of the news release, include non-essential, but relevant information, such as background that leads to a better understanding of the story in the early paragraphs.

Recommendations

- Center a headline in capitals over the body of the release
- Less is more. Keep your news release on one side of a piece of paper. You can provide additional detail if/when you are contacted for a follow-up interview.
- If you have more than one page, type “more” at the bottom of the first page. Signal the end of your release by typing “###”
- 12 point is the standard font size.
- After sending a news release to a media outlet, follow-up with a phone call. Be prepared to answer questions.
 - Ask if the release was received
 - Ask if there are any questions