

Company letterhead with address

FOR IMMEDIATE RELEASE

Date

For more information, contact:

Name

Company

Phone

Email

(Headline – 6-8 words – capitalize only the first word and proper nouns)

News release template provides helpful tips for writers

MIDLAND, Mich. – The first paragraph, also called a lede, should contain the most important and interesting information. Use the first sentence to grab the reader’s attention.

Be sure to use single spacing for your paragraphs and 12-point type with one-inch margins. The paragraphs should be short and include no more than four lines. Avoid splitting a sentence or paragraph between pages.

The body of the news release expands the points of the lede with further details and supporting quotes. As you develop the news release, consult the Associated Press Stylebook for more information about datelines, abbreviation, capitalization, numerals, spelling and usage.

The use of quotes provides credibility to the news release. They should convey the meaning of the news, not how it makes someone feel. For example, “These ADDY Awards demonstrate our commitment to creating game-changing solutions for our clients,” said Mark Bush, president of AMPM, Inc. “They also show that it takes an exceptional team to make it happen.”

At the end of the news release, be sure to include information about your organization for the media. Known as a boilerplate, it should provide the media with background information about your company and a link to the website.

About AMPM, Inc.

AMPM is an award-winning marketing communications agency that specializes in advertising, marketing, public relations and multimedia. It serves a diverse client base with intelligent solutions to help them grow, set them apart and move them forward. With roots dating back to 1969, AMPM is one of the most established marketing communications agencies in Midland, Michigan. For more information, visit www.ampm.com.

Signify the end of the news release by adding and centering either the word “- end -” or three pound symbols. Try to keep it to one page. If it requires two pages, indicate a second page by adding the word “- more -” at the bottom of the first page.

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