



HOW TO WRITE A PRESS RELEASE

CAMPAIGN LOGO

FOR IMMEDIATE RELEASE
December 1, 2014

CONTACT: Press Secretary Name
(xxx) xxx-xxxx

HEADLINE SHOULD ENGAGE THE READER AT FIRST GLANCE

SACRAMENTO – The purpose of the lead paragraph is to catch the reader’s eye and explain why they should continue reading. Include the candidate’s name, the topic at hand, and what happened to warrant the news release, but not delve into too many specifics in this paragraph.

Example: *Candidate John Q. Citizen (D-Anytown) today called on California’s Attorney General to post information about sex offenders on the Internet.*

The second paragraph should be used to deliver a compelling quote that explains the significance of the issue.

Example: *“We use the Internet to look for jobs, buy cards and map the best route to the movie theater,” Citizen said. “It’s time for the state to start using this technology for the most important purpose of all – to protect our children.”*

Using the remaining paragraphs to present additional background information, statistics, quotes and supporting evidence. Follow guidelines in the Associated Press Stylebook so your release will be written in the style used by most newspapers. For example, spell out numbers below 10, and use figures for 10 and above.

Example: *Six out of every 10 sexual predators use the Internet to find victims, according to a report from the Keeping Children Safe Foundation, illustrating the need for the state to increase its use of technology of behalf of children.*

Include enough information to make your case, but try to limit the release to one page. Reporters receive hundreds of press releases each week, so yours must be interesting enough to earn their attention but concise enough to keep it. If they need further details, they will ask for it.

End the release with “-30-” or “###” which are newspaper parlance for “the end.”

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