

News Release Template

Headline

Include subject, verb, object, and date with the first letter of every word capitalized.

Lead

Identify the speaker and/or event and time, date, and location.

Body Paragraphs

Include author/organization biographical information. If relevant, interweave quotes from other publications or sources. Information directly related to the event should appear first, followed by background details.

Presenter

List event presenters and organizers. If the event or speaker is part of a series, include general information about the series. Parking information may be included at the end.

Contacts

Provide name, title, organization, email address and phone number