Your Name and
Address Here
Contact : Your Name
Day Phone:
Night Phone:

Sample News Release

<u>Release Date</u>

THE TITLE GOES HERE, ALL UPPER
<u>CASE AND UNDERLINED LIKE THIS</u>

The Point of Origin Dateline Goes Here—The body of the release should begin one-third of the way down the page so as to leave enough room for the editor or copy person to write remarks. The release proper should be all double spaced for ease of readability and editing.

Be sure to use normal indents and consistent spacing between paragraphs. it in not necessary to triple space between graphs. All information should be presented in descending order of importance, ending with the least important items in case last-minute editing results in the bottom or your release being lopped off.

Remember to leave at least one-inch margins all around, but resist the urge to leave huge right-hand margins in order to stretch your information. It usually looks like you're writing in a column.

When you arrive at the bottom of the first page, leave at least a one-inch margin and indicate that more information follows by typing the word "more" with dashes on either side if it.

- more-

If more information follows, try not to break paragraphs or sentences in the middle. <u>Never</u> break a word and complete it on the next page.

Slug following pages at the top left with a brief title followed by page number. When you reach the end of your release, indicate your are finished by using -30-, -end-, or # # # # #.

-30-