**FOR IMMEDIATE RELEASE** Media Contact: Your Name

Jan. 1, 2016 (808) 555-5555

 email@address.com

**HEADLINE GOES HERE: CATCH ATTENTION &**

**PROVIDE INFORMATION, USE 14-PT FONT**

*Sub-headline Goes Here; Highlights Key Point to Build on Headline, Uses 12-pt Font*

**HONOLULU (OR WHEREVER YOUR NEWS OCCURS)** – Here is your news release template. Please follow it closely. The most important information goes here, in the first graf (that’s how we spell it in media), just after your dateline. You want to capture your reader’s attention (who is usually a journalist) and provide the key facts. This first graf is called your lede/lead. FYI: this is a 12-pt font.

“A news release must always have supporting quotes, the first of which usually appears as the second or third graf,” said Erica Yamauchi, instructor at University of Hawai‘i at Mānoa. “Quotes should contain an expert perspective on the information provided in the release to support why it’s newsworthy.”

The news release then ends with a few more details that add context to the topic

at hand. And maybe another quote. Check the note below on spacing.\*

“Just a reminder: Double-check anything you’re unsure about in your AP

Stylebook,” said Yamauchi.

**ABOUT BOILERPLATES:**

The news release always ends with a boilerplate that looks something like this (and includes standard language about your organization). A public information website should end the boilerplate. For example: Visit [www.thisURL.com](http://www.thisURL.com) for more information.

**– END –**

\*Note on spacing: This news release is double-spaced (to allow for editing). In your final writing assignment drafts, I prefer for them to be single-spaced, but I will not take off points for spacing as long as it’s consistent.

Also, if your news release goes to a second page (though it really shouldn’t), don’t forget to add this “slug line” below at the top of your subsequent pages (NOT on the first page). This line denotes the page number and your headline for the journalist receiving your release, in case the pages are separated.