Sample Sentinel News Release

Contact:
Contact name, title, phone and email
Today's Date

FOR IMMEDIATE RELEASE

Headline should be short; ideally not more than 170 characters
The summary paragraph is a synopsis of the press release in regular sentence form. It doesn't merely repeat the headline or opening paragraph. It just tells the story in a different way.

City, State (student organization name) Month Day, Year -- The first paragraph know as the "lead" contains the most important information. You need to grab your reader's attention here. And you can't assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

"You should include a quote for that human touch" said Gary Sims, CEO of the Free Press Release Center. "And you should use the last paragraph to restate and summarize the key points."

This is example press release template for use by those interested in coverage by KSU Student Media. Avoid clichés excessive adjectives, flowery language, and subjectivity as much as possible. The last paragraph can also include details on your organization, event, services, etc.

The Sentinel prefers to have news releases emailed or submitted online, not faxed or mailed. Submit your release online at ksusentinel.com or email release@ksumedia.com. We appreciate photos as well – please identify those pictured and provide other info if possible as well.

About Your Student Organization:

Include a short backgrounder about the group or the person who is newsworthy.

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