**LETTERHEAD -** **Your press release should begin by using letterhead. Letterhead provides the media with contact information that may not be on your press release.**

1

**TIMING - The timing of the press release is very important; it must be relevant and recent news or information. If it is for immediate release, clearly indicate so by writing “FOR IMMEDIATE RELEASE" in caps on it to the left and above the headline.**

2

**If it is to be released later, clearly indicate the date you want the story released. Remember, the absence of a release date presumes immediate release.**

**Document Purpose and Contact Info. - Single space after the date on the right and left align - What is the Document? Press Release (in all Caps)**

3

**Contact information for the person who has written the release. Usually includes name, title, phone number and email.**

**BODY/COPY - The press release body should be written in a manner that informs people and does not try to sell them something. A very easy way to start off is by summarizing most of the press release in an opening paragraph. Once you have an opening paragraph, create a separate paragraph that finish answering "who?", "what?", "when", "where", "why", and "how much?"**

4

**The third paragraph should describe more in detail what people can expect at the event. Be sure to include quotes from people involved in the story. Quoting a person by name helps readers understand and remember the information more clearly. Keep the total length of the body under 500 words, but at least 100.**

**Boilerplate** - **The press release boilerplate, or "boiler," is a paragraph or two that describes the company and its products or in our case, Senior Services.**

5

**CLOSE – The close can be the second paragraph of the boilerplate, letting readers know how they can obtain more information about the event or agency.**

6

**HASHMARKS – Signal the end of the press release with three hash symbols, centered directly underneath the last line of the release.**

7

**ADDITIONAL INFO. FOR THE PRESS – This is the area where you can let the press know the contact for additional information on the even or to set up an interview.**

8

**HEADLINE – After you have drafted your release you determine your headline. Headlines are written in bold and are typically larger than the press release text. Your headline should be brief, clear and to the point: an ultra-compact version of the press release’s key point. *\*\*According to Associated Press Style, your headline should be set as a correct sentence capitalizing only proper nouns and the first word in the headline.***

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