Your School's Header
or Logo

Contact: FOR IMMEDIATE RELEASE
Phone:
Email:

Look at Me– Short Headline to Grab Attention (Maybe 100 Characters Max)

The summary paragraph explains your main point and why your information is relevant or newsworthy. It should be italicized. Include information to accompany the headline if you need to.

Begin your opening paragraph with the location and date. Name your school, city, and state, along with any other pertinent location information – After this dash, commence the body of your release. Assume that no one will read past this paragraph. Be sure to include, who, what, where, when, and how along with any of the other more important information you have not already conveyed within the other sections.

This is the second paragraph of the body of your release. Each paragraph should be focused on a main point. It only needs a few sentences and remember that a press release should be factual and unbiased. Avoid exclamation points.

This is the third paragraph of your release. You do not need the second or third paragraphs, but again, if you do write these paragraphs, they should each be focused on a main point. This paragraph also only needs a few sentences.

This piece is for company information. It should be a standard paragraph that contains a short, factual overview of your school or academy. The information statement can be used for every press release that you create. You can include something about your history.

Finally, include additional contact information should there be inquiries. Provide the name of the appropriate person along with his or her telephone number: email address; and Twitter, Facebook, and LinkedIn information if applicable. Include the URL for your school's website. Give multiple contacts if you would like! You ought to provide every means for them to get in touch with you!

—"Press Release Number"—

*The shorter the release, the better! If you can keep it to one page, this is ideal. You should not exceed 800 words, including the headline.

*Margins should be 1" or more all around.