

FOR MORE INFORMATION CONTACT:

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New Program in Missouri Empowers Families

(Kansas City, Missouri, March 13, 2003) This sheet is an example of what a press release format should look like. The above date should be the date that you send out/fax the press release, and the location should be your location or the location of your upcoming event. In the first paragraph, include information that will catch attention (the media loves the word “new”). This information should be about *what* the event is.

The second paragraph should quickly cover the *who*, *where*, and *when* information. Try your best to make this information interesting to read.

All the paragraphs following this should be details, the *how* and *why*.

All press releases end with the five pound signs (#) across the bottom, indicating the end of a press release. Your mailing address should be somewhere on the sheet.

Typically, press releases should only be one page in length. Many times if it is too lengthy, journalists or editors will not take the time to read it. It is okay not to provide *all* the information necessary for the article. If the newspaper feels they need more information, they have your phone number and will contact you.

It is always a good idea to anticipate what questions the newspaper may ask if they call and have a list of answers handy in case they do. In some instances, the newspaper may just publish your press release verbatim.

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