

6 Steps in Sharing Press Releases or News Stories

- 1. Offer a suggested title or headline for your press release.**
- 2. Present the basic facts for the angle of your headline in paragraph one.
Include: The Who? What? When? Where? Why? How?**
- 3. Gather or create a lively quote that makes the basic facts in paragraph two more engaging and interesting.**
- 4. In the third paragraph, elaborate further on the basic facts covered in paragraph 1 and 2.**
- 5. End with any finer details that need to go along with the press release.**
- 6. Throw in a consistent tagline with phone number and email address of school. Then send it off to the person who will edit and proof for distribution.**