FOR IMMEDIATE RELEASE: (DATE)

Organization Name: (or use your logo)

Media Contact: Name / Title / Phone Number / Email

**CATCHY HEADLINE (ONE LINE ONLY - ALL UPPERCASE)**

*Subhead: More Detail as Needed, One Short Sentence Only*

**City, State**: Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing, where, and its significance. Use clear concise language without jargon. Don’t bury the lead: doing so makes it harder on reporters to find the information they need most, so get right to it in the first paragraph. Answer the questions: who, what, when, and how.

The second paragraph is the best spot for quotes, but choose your quotes carefully. No reporter likes reading from a sea of people saying the same boring thing.

The third paragraph could include additional information, history, and other support but avoid being redundant. The goal of the release is to provide clear, concise context on the story. Don’t add fluff that doesn’t need to be there. You can always include more detail or links to additional testimonials in your pitch emails or on your website. A few additional notes:

* Whenever possible, try to keep your announcement to one page
* Use bullets to your advantage to break up the text
* **Remember to mention that your program was funded, supported, or made possible by a grant from Arizona Humanities**
* Do not use abbreviations or acronyms when you first refer to someone or something. Spell out the full name and then put the acronym after it in parenthesis. The next time you refer to it you can use the acronym.
* What is newsworthy about your announcement? During your final edit, be honest with yourself on make sure you are focused on why this announcement would be interesting to audiences
* Make a note at the end if photos (with credits) or an interview are available.

*IF* you are announcing an event, you can streamline your release so reporters can read it quickly by listing the who, what, where and when, put this information below the subhead. Here’s an example of how it could look:

What:                   Screening of your movie, exhibit opening, reading of your book, etc.— list that the event will be open to the public if it is

Where                  List location

When:                  Date/Time

Who:                     Say who will be attending— an author, director, artist, congressman, etc.

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About Your Organization (If you have organizational boiler plate, put it here): This is a placeholder for a short, three to four sentence description of your company along with your mission statement and a link to your homepage. Double check to ensure the first sentence accurately and clearly describes your organization in a manner that could easily be lifted and translated by a reporter.