

## **New Release**

**Headline**– used to grab the attention of journalists and briefly summarize the news.

**Dateline**– contains the release date and the originating city

**First Sentence:** Precise statement of the main point of the news release

**First Paragraph:** Gives basic answers to the questions of who, what, when, where and why.

**Body** – further explanation, statistics, background, or other details relevant to the news. (Can include links to citations)

**Who Are We** – generally a short "about" section, providing independent background on the issuing company, organization, or individual.

**Media contact information** – name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person.