

## Sample Sentinel News Release

### **Contact:**

Contact name, title, phone and email

FOR IMMEDIATE RELEASE

### **Headline should be short; ideally not more than 170 characters**

*The summary paragraph is a synopsis of the press release in regular sentence form. It*

*different way.*

City, State (student organization name) Month Day, Year -- The first paragraph known as the "lead" contains the most important information. You need to grab your reader's attention here. And you can't assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.