

Anatomy of a Press Release

Title

The title should grab the press outlet's attention and give a brief overview of your story.

Dateline

This is the section that tells the press outlet the city, state and date that you want the information released.

Introduction Paragraph

Often times, this is the only part of the press release that journalists bother to read. It should contain all of the w's: The 'who', 'what', 'when', 'where' and 'why'. Typically it is about three to five sentences long.

The Body

The body should consist of two or more paragraphs, depending on the level of detail needed. The first paragraph goes into the most detail, explaining the importance of a product/project/event and why it is meaningful (to the company, to the consumer, or to society, for example).

The second and third paragraphs can delve into further detail about the product/project/event, referencing a company's history or corporate philosophy, strengthened by a quote from a spokesperson. These paragraphs should be three to five sentences long.

Boilerplate

A boilerplate is the last paragraph that briefly describes the business or organization and is usually found at the end of a press release.

If your company does not have a boilerplate, it is important for your company or organization to draft text that will be consistently featured on all marketing and press pieces. Please see the attached document about creating boilerplates.

Ending

The Roman Numerals "XXX" signal to the journalist that this is the conclusion of the press release.

Media

Press releases containing multimedia are more likely to catch a journalist's attention. Read the *Photos and Video for PRWeb Press Releases* document for more information about including photos and video in your PRWeb press releases.