

## **CREATING YOUR OWN FLORIDA 4-H ANNIVERSARY PRESS RELEASE**

### **What is a Press Release?**

A press release, also known as a news release, is a written statement distributed to the media. Press releases can announce a range of news items such as scheduled events and awards. They can also be used in generating a feature story.

Feel free to write your own press release or use one of our templates.

### **The Format of a Press Release**

#### **Step 1: The Headline**

The headline of your press release should be as dramatic as possible without sounding exaggerated. Think about what will grab the attention of a news reporter. For example:

**(INSERT County Name) Commemorates Florida 4-H's 100 Years of Youth Success**  
*(Insert Event Title) Will Honor the Efforts of Florida 4-H alumni*

#### **Step 2: The Lead**

The first sentence says who, what, when, where, why and how. The second and third sentences should expand on your first sentence with more detail or description.

#### **Step 3: Paragraph Two**

A quote often starts the second paragraph and delivers a major message point of your effort. It can state an opinion and add a human element to the story. Be sure to make the quotes conversational and brief; this increases their chances of being used in coverage and repeated. Quote no more than two people to avoid confusion.

#### **Step 4: Paragraph Three**

This paragraph contains more information on the event or announcement. Include interesting and relevant facts that are a part of your main message. You can strengthen your message with another quote either from the same spokesperson or from a different source. Again, quote no more than two people in a single press release to avoid confusion.

#### **Step 5: The Closing Paragraph**

This paragraph should tell the public what you want them to know. Be sure to include how people can contact you or find out more.

#### **Step 6: Proofread Your Release**

Always make time to review and edit your release. Correct all spelling and typographical errors. Have someone look over the release to see if the messages are clear.

#### **Step 7: Distribute the Release**

Be sure your spokesperson and listed contact are available when the release is distributed so they can be responsive if reporters call when they receive the release.