



Press Release Template and Tips

Below is a basic template for a press release along with a sample release and some helpful tips on how to best approach drafting your press release.

Press Release Template

Here is the framework for a typical press release:

FOR IMMEDIATE RELEASE

MEDIA ADVISORY/NEWS RELEASE

Contact Name
Company
Phone Number
Fax (if applicable)
Email

Headline

Sub-Heading

CITY, STATE, DATE – LEAD PARAGRAPH

QUOTE

SUPPORTING PARAGRAPHS AND QUOTES

CONCLUSION

BOILERPLATE

#

CONTACT INFORMATION



Sample Press Release & Tips

FOR IMMEDIATE RELEASE

NEWS RELEASE

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Clarify whether this is a
“news release” (news story)
or “media advisory” (event
or announcement)

Create a headline that is engaging
and encompasses your news story.
Think about what will be interesting
to the media and their respective
audiences. Keep the headline short,
to-the-point, and free of
punctuation (if possible).

Post Oil Spill Economic Recovery Begins

Chevron Taps Greater New Orleans, Inc. to Spearhead “Coastal Vitality Project”

NEW ORLEANS, LA – AUGUST 5, 2010 – The “GNO, Inc. / Chevron Coastal Vitality Project” (CVP) launched today as a proactive response to mitigate the economic impact incurred on the regional work force by the Deepwater Horizon Oil Spill Disaster.

“The Deepwater Horizon Oil Spill has drastically affected the communities of the Gulf Coast, devastating the fishing, restaurant, and tourism industries,” says Michael Hecht, President and CEO of Greater New Orleans. “Supporting the economic vitality of the region and its industries and communities is the mission of the Coastal Vitality Project.”

Your first paragraph – the lead – needs to describe the entirety of your news story in a few sentences. This paragraph, along with your headlines, is your chance to capture the reader’s attention. Include the “who, what, when, where, and how/why.”

A secondary headline can be used to support your title headline and further describe your news story. Again, aim to be short and to-the-point.

The Coastal Vitality Project is a program, providing a broad set of services specifically tailored to businesses and individuals affected by the disaster.

“Through our contributions to our long standing community partner, GNO, Inc., we will help support the economic recovery during this difficult time of recovery,” said Warner Williams, Vice President of the Business Unit. “GNO, Inc. plays a vital role in this recovery through providing services that will benefit the economic vitality of the region where our employees work and live.”

GNO, Inc. will work with local economic development organizations, industry associations and community-based organizations, focusing on three areas of core deliverables:

1) **Marketing the Sustainability and Vitality of the Southeast Louisiana Coast Brand**

- GNO, Inc. will execute a broad *Economic Impact Study* in order to inform where resources should be invested to mitigate damage
- A *regional marketing strategy* and program will be implemented to promote the Gulf Coast as having the potential to support small business and job retention and creation in both indigenous industries such as fisheries and food enterprises, as well as in new emerging green industries



- Further *public relations* efforts will focus on correcting damage from the spill

2) Supporting Regional Workforce Development

- GNO, Inc. will conduct an *regional jobs scan* and create an *online job board* of opportunities, accessible to the diverse populations impacted
- Coordinating and collaborating with local chambers of commerce, government agencies, and economic development and community-based organizations, GNO, Inc. will also engage in *job matching activities for recently unemployed workers* as well as connect job seekers to existing workforce training opportunities
- Additionally, a *skills assessment of impacted populations* will inform regional workforce training and development initiatives in response to the oil spill

3) Catalyze Small Business Capacity Building and Entrepreneurship

- GNO, Inc. will help enable small business recovery and new business investments through a range of innovative solutions, including *technical assistance* to coastal businesses, including fisherman, seafood processors, wholesalers, and retailers negatively impacted by the oil-spill and damage to the coast
- Further, GNO, Inc. will develop an *inventory of local business assistance capacity* to develop strategically-tailored financial and technical assistance products aimed at supporting existing and new businesses in capitalizing on new market forces and investment opportunities

You may have a lot of information to be included in your press release. Sometimes, the use of bullet points in the body of the release can help draw the reader's attention to important facts about your story, without having to be too "wordy."

Use quotes to help break the monotony of a press release and bring personality to the news story. The individuals quoted in the release should be the same ones who are available for media interviews.

Other innovative new initiatives, including GreenN.O., GNO, Inc. recently hired President for Programs. Barnes, formerly Senior Vice President of Seedco with 15 years of community development, nonprofit management, lending and investment management. Building on her success in helping small businesses in Lower Manhattan recover from Hurricane Sandy, Barnes moved from New York City to New Orleans after Hurricane Katrina to lead the Gulf Coast Small Business Recovery initiative supporting 1,000 businesses in the fisheries, restaurant and

"The Coastal Vitality Project intends to complement, and not duplicate, other oil spill-related recovery assistance," says Barnes. "To that end, we are pleased to announce that CVP is supporting the *South Louisiana Economic Council* and the *Louisiana Seafood Promotion and Marketing Board* in their efforts to mitigate the impacts of the spill on local economies and on the seafood brand. In addition, by collaborating with community based organizations along the coast, we will strive to ensure that many of the challenges presented by this disaster, including language access and cultural competency, are properly acknowledged and addressed."



The GNO, Inc. / Chevron Coastal Vitality Project is made possible by Chevron, with additional support from the U.S. Department of Commerce, Economic Development Administration, Capital One, and the Louisiana Department of Children and Family Services.

“Since Hurricane Katrina, the region has made significant gains that are now threatened by the Oil Spill, the potentially devastating moratorium and ecological damage to our coastal resources. “Chevron’s leadership today will help businesses and workers find new opportunities and ensure that the communities of our region remain vital.”

Use a “boilerplate” at the bottom of each of your news releases. This is a standard paragraph(s) of text that describes your company, organization, etc.

About Greater New Orleans, Inc.

The GNO, Inc. Mission is to serve as the catalyst for wealth creation in the Greater New Orleans region. GNO, Inc. will accomplish this by pursuing an aggressive agenda of business development - marketing the region - and product development – improving regional business conditions through policy, workforce and research initiatives.

The GNO, Inc. Vision is for the Greater New Orleans region to fulfill its potential as one of the best places in the country to grow a company, and raise a family. The ultimate indication of success for GNO, Inc. will be the presence of a robust and growing middle class in southeastern Louisiana.

More information can be found at www.gnoinc.org.

Use three “#” symbols to signify the end of your press release.

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For more information or media inquiries, please contact Abhi Bhansali at abhi@bondpublicrelations.com or 504-897-0462.

Restate the contact information to remind the reporter or reader of who to contact for more information or to set up an

Additional Press Release Tips

- Use a press release, as opposed to a media advisory, when you have a story or narrative to tell.
- When writing a press release, it is important to create a compelling, relevant narrative in a concise, easy-to-read format.



- Reverse-engineer your press release: know your intended end result, know which types of media outlets you want to target and audiences you want to reach, and craft your release specific to their interests.
- Be relevant: try to tie your press release and your news story into current issues or trends within your industry/business category.
- Always write a press release as if you were a journalist – do not use “I” or “we” unless it is part of one of the quotes in your release.
- If possible, try to limit your press release to one page and not more than two.