

Citizen Action Group

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FOR IMMEDIATE RELEASE

Anyday, Anymonth, 200X

NEWS RELEASE

CITIZEN ACTION GROUP RELEASES SAMPLE NEWS RELEASE

ANYTOWN - Today, the Citizen Action Group released a sample news release, calling it "an invaluable guide for citizen groups interested in getting better media coverage."

The release, intended for use as a model, imitates the form and style of an actual news release. It is on the group's letterhead, has the words "NEWS RELEASE" in bold and in the centre at the top of the release, and also "FOR IMMEDIATE RELEASE" and the date at the top. It also has a headline that summarizes the main, newsworthy point of the release in a compelling way.

"A quotation from a spokesperson usually is in the third paragraph of the release," said Jane Citisen, spokesperson for the Citizen Action Group. "Reporters like short, good quotes that use comparisons that are easy to understand. For example, a good news release is a publicity tool like a megaphone that all citizen groups should use to get their voice heard."

Like any good news release, the first paragraph of the sample release is only one compelling summary line. The second paragraph clarifies the first paragraph. Also like any good news release, the text of the sample release is double-spaced so that reporters have space to write notes in the margins.

Businesses, government agencies and groups like the Citizen Action Group issue hundreds of news releases on a variety of subjects, ranging from announcements of events to the publication of research reports to public statements on government policy.

"Since the competition for coverage is intense, releases must look good and address actual, interesting news to be covered by the media, although often heads of governments and corporations will receive coverage even if they are not saying or doing anything particularly newsworthy," Citisen said.

Facts and figures should be listed in the release or, if they cannot be easily summarized, you should make documents summarizing the facts and figures available separately to the media.

If the release is longer than 1 page, put the word "MORE" and the symbols "###" at the bottom of the first page so that reporters will know there is another page. Unless you have a lot of details covered in the news release, a news release should usually only be 1-page long.

At the end of the news release, put "-30-" which indicates the end of the release to the media. Also put information about how the media can contact the group's spokesperson.

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FOR MORE INFORMATION, CONTACT:
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Citizen Action Group is a non-profit, non-partisan citizen group that works on issues of concern to citizens