Press Release Template and Instructions

Purpose	This tool provides a template and instructions for researchers on how to develop press releases. Researchers can use press releases to disseminate information about their research, services, conferences, and other initiatives to the news media.
Format	This tool provides step-by-step instructions on how to develop a press release. The instructions for completing each section of the press release template are in brackets. Additional tips are included at the end of the document.
Audience	Researchers and the general public can use this tool to develop a press release.
Resources	Researchers will need to have information about the research or event being publicized.

Press Release Template

Contact: [Name]
Phone: [Phone Number]
Email: [Email]

[MAIN TITLE OF PRESS RELEASE]
[Subtitle (if required)]

[CITY], [STATE], [DATE]—[This is the introduction" paragraph, which should be no more than three to five sentences and should describe the event, study, or other initiative you want to publicize, focusing on what is unique. To help generate interest from the news media, you want to make the press release engaging and newsworthy and include answers to the "Five W's"—(W)ho, (W)hat, (W)hen, (W)here, and (W)hy—when applicable. Be sure to include a hyperlink to your website the first time you reference your brand. Avoid using your logo as an embedded file because doing so may result in your press release being delivered as spam due to the fierce security measures followed by some media outlets].

[Details in the second paragraph should be an extension of the introduction. This paragraph should provide specific information about the topic and mention your Model System or organization. This paragraph could include the following sample sentence: "The [event/topic] will feature research findings produced through the Model Systems of the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR)]

[This paragraph could include quotes from someone with authority on your event/topic who is commenting on the event/topic. Be sure to include their credentials. A quote could be followed by one sentence summarizing the comment or highlighting a positive characteristic about your topic relating to the comment. When quoting someone, you should link to their internal bio, LinkedIn page, or a past press article in which they were featured. Depending on the subject of your press release, it is also a good idea to quote any partnering agency, a client that used the service being promoted, or another leader from the organization, as most press releases include two quotes.]

[This paragraph should provide additional details, including how people can get involved with your topic/event and a general statement about how your topic can be relevant to the intended audiences, if possible. This paragraph could be used to appeal to the social aspects of your topic. If there is a website link that is different from that of your Model System or organization, you should include it here.]

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About [Name of Your Model System or Organization]

[Add boilerplate language about your Model System or organization. You can include some completed studies that may interest your audience. Close with a link to your website and associated social media links: For more information, visit [provide website link and links to social media.]

Additional Tips

- Limit your press release to one page if possible, so that it will be a quick read. Remember that the goal of the press release is to generate media interviews, which will then give you the opportunity to elaborate on your research, topic, or event.

- When you write a press release that is not going to be disseminated over the national wire (i.e., www.prweb.com), the best way to deliver the press release is by sharing a link to where the press release will be posted on your website.

- When posting the press release on your website, use the website's press webpage, blog, or company news webpage. Remember that members of the media often prefer to receive a link to the press release or the full text of the press release copied and pasted into an email instead of an attachment.