# **HHS.gov News Release**

*Attach this Word document to the JIRA ticket, using the Ticket issue type, when submitting a news release to HHS.gov/news.*

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| **Field Title** | **Required** | **Content & Metadata** |
| Title | X | *Headline of the news release. Will be used as the H1 on the page and for social sharing. It will also be in the breadcrumb and browser title. (Recommended length <65 characters, including spaces.)* |
| Subheadline |  | *Subheadline of the news release, expanding on the information in the headline, if needed.* |
| Date Published | X | *Official date of the news release displayed at the top of the page.* |
| Contact Office | X | *Press office releasing this news release. The default is "HHS Press Office."* |
| Contact Office Phone Number | X | *Press office phone number. The default is "202-690-6343."* |
| Contact Office Email Address |  | *Press office email address. The default is* [*media@hhs.gov*.](mailto:media@hhs.gov.) |
| Description | X | *Copy the first sentence of the news release into this field. Used for social media and search. Shown on News homepage for 5 most recent releases.* |
| Statement |  | *Enter “Yes” if this news release is a statement by the Secretary or another HHS official.* |
| Topic Category | X | *Select 1-2 categories from the “HHS Categories” list to represent the 1-2 main topics covered. Related content is shown based on these categories.* |
| Audience | X | *Choose the main target audience from the “HHS Audiences” list. This information will not be shown to site visitors. For news releases, the default is “Media/Journalists.”* |
| HHS Official |  | *List the official(s) from* [*http://www.hhs.gov/about/leadership/index.html*](http://www.hhs.gov/about/leadership/index.html) *mentioned in this news release to associate the release with their name.* |
| “Tweet This” Custom Tweet |  | *The tweet is limited to 140 characters including a short URL and “via @HHSgov” – this leaves approx. 106-111 characters for the tweet content.* |
| Image Alt Text | If images are included |  |
| Image Caption(s) |  |  |
| Last Reviewed | X | *The date this news release was most recently reviewed and/or updated. This information is used for the page stamp.* |
| Created By | X | *The office responsible for maintaining this content on HHS.gov  (e.g., News Division). This information is used for the page stamp.* |

***Below, please enter the news release body and insert any in-body images where you would like them to appear on the live site.***

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| HHS Categories [select 1-2 categories from this list]  Affordable Care Act  Emergency Preparedness & Response  Fraud  Global Health  Grants & Contracts  Health Care  Health Data  Health IT  HHS Administrative  HIPAA  Holidays & Observances  Medicare & Medicaid  Mental Health & Substance Abuse  Prevention & Wellness  Programs for Families & Children  Public Health & Safety  Research | HHS Audiences [select the primary audience from this list]  Academics/Researchers  Consumers  Grantees  Health Care Professionals  HHS Employees/Contractors  Human Services Professionals  Media/Journalists  Non-HHS Government Employees  Public Policy Professionals  Students/Youth |
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