

Elise Pettyjohn

Crabtree

JRNM 453

5/1/14

MEDIA RELEASE

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Project Hope Spokane

FOR IMMEDIATE RELEASE

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(LOCATION, STATE) Your first sentences summarizes the release and gives all the main points telling WHO, WHAT WHERE, WHEN, WHY and HOW. This sentence is all your LEAD. The next sentence should back up the LEAD with the most important facts. YOU should be able to have a clear idea of the point of the story by just reading the first paragraph.

Additional paragraphs should provide other important background information to the story. Quotes, and other information is added here.

FINAL PARAGRAPH HERE YOU PLACE YOUR PR IMPACT STATEMENT

WHO YOUR ORG IS, WHAT YOU DO, HOW LONG YOU HAVE DONE THIS, TO WHOM YOU SERVE, WHERE YOU SERVE THEM, WHAT IMPACT YOU MAKE, HOW TO REACH YOU Web

(EXAMPLE)

JRNM 453 is the third in a series of public relations classes for Juniors and Seniors in the Technical Writing, Journalism and Communications Departments at Eastern Washington University in Cheney, Washington. Over 1000 Students have been prepared for professional roles in public relations since 1985.

Photo and Interview Opportunities Available.

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