

Barren River District Health Department
District Offices • 1109 State Street • PO Box 1157
Bowling Green, Kentucky 42102-1157
PH: 270-781-8039 • FAX: 270-796-8946

PRESS RELEASE

Date: *(Today)*
Contact Person: *(Name)*
(Phone)
FOR IMMEDIATE RELEASE

Template for Press Release: Use an Interesting Title

Opening

Bowling Green, KY *(or other location)* -- A press release needs to capture a reporter's attention and hopefully get them to write a story. Sometimes the press release will be picked up and run as a full article in itself. The first paragraph should be a quick overview about the topic and why this is newsworthy. If possible, it should answer: who, what, when, where, why and how. Press releases are written in journalistic style which means that the most important information appears in the beginning. Reporters are busy and they might not read any further than this.

Body

The supporting paragraphs, or the body, are where we want to include supporting facts. The most important thing to remember is to "Keep It Simple, Silly (KISS)". Don't try to overwhelm the reader with too many facts. You can really only cover one topic in a typical press release with about three supporting facts. This is a good time for a call to action. People want to know what is expected: get vaccinations, wear seatbelts, exercise more, etc.

Try to keep the language simple because the audience might not know all of the professional language and technical jargon. And the purpose is to get people to both read and understand the information. According to Chip Kraus, BRDHD Public Health Services Coordinator, "It is important to include quotes from local sources." This will help readers relate to the information because it comes from someone local and hopefully considered an authority. This paragraph continues to support the main focus of the press release but since it is at the bottom, the reader may be losing interest.

Conclusion

The last paragraph provides a quick summary of what is being said and what action needs to be taken. This paragraph could be used as a boilerplate which describes the company and provides context about why the Barren River District Health Department or the specific local health department is making the recommendations. This also helps make the information local and more pertinent to the people of the community.

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(this symbol shows the reporter that this is the end of the press release)