**MEDIA / PRESS RELEASE GUIDE**

FOR IMMEDIATE RELEASE: (DATE)

Contact Name

Organization (Facility and/or Corporate)

Phone Number

Email

HEADLINE (ONE LINE ONLY)

*Subhead: More Detail As Needed, One Line Only*

**City, State:** Your announcement starts here. Lead with a strong first paragraph that clarifies the Who, What, Where, When and Why (and sometimes How) of what you are announcing. Don’t bury the lead, doing so makes it harder on reporters to find the information they need most, so get right to it in the first paragraph.

The second paragraph is the best spot for quotes. Leverage quotes to build the importance of your story but also to shape your core message. Whenever and wherever possible, include quotes from those who will benefit from the news, and avoid extreme exaggeration. Include a safety message about your facility and your concern for the safety of residents and staff being a top priority (if pertinent).

In the third paragraph it’s tempting to add fluff that doesn’t need to be there. It’s also extremely tempting to bleed over to a second page by bolstering the third paragraph with company history, lore, and supporting expert opinions. Keep in mind that the goal of the release is to provide a clear and concise context on the story. This is a great place to close with a phone number and/or contact information for families of residents to contact for information on their loved ones.

Some additional words of wisdom:

* Nobody likes long blocks of content. Use bullets to break up the text
* Use language people can actually understand. A general rule of thumb is to write at a 6th grade reading level for the lay public.
* During your final edit, be honest with yourself on whether or not you are truly focused on what is newsworthy about this announcement.

**About Your Organization:** This is a placeholder for a short description of your organization along with a link to your homepage and social media links (Facebook, Twitter, etc.). Check to ensure the first sentence clearly describes your business in a manner that could easily be translated by a reporter.

**###**

(End with 3 centered hashtags to indicate the end of the press release)