



## ADVOCACY: HOW TO WRITE A PRESS RELEASE

Use a press release if you are contacting multiple media outlets. There is a specific format for a press release, and you can use numerous online examples for formatting guidance. You can also look at National PTA's online press releases, which are good examples of content, but not necessarily laid out like a traditional press release. At the top left of the page, put the name and contact information for the person reporters should reach out to for further information. At the top right of the page, put "FOR IMMEDIATE RELEASE" (typically in all caps and bold). Below the contact information, place a headline that quickly summarizes what the press release is about, centered on the page in bold. Make sure your headline stands out by using action verbs, specific, and keeping it short. If you need to, you can add a subheading in italics below the headline. Keep in mind that newsrooms get dozens or hundreds of press releases every day, so make sure your headline is compelling.

Because newsrooms get so many press releases, you need to make sure the most important information is right at the top. The first paragraph should cover who, what, and where. The second paragraph should cover the why. These two paragraphs should cover all crucial information. Beyond the first two paragraphs, you can add a quote from your PTA president or a PTA family, share non-critical information, and provide a summary of what your PTA is. Try to keep your press release to a single page. At the end of your press release, centered on the page, put "###" or "-30-" to signify the end of the release.