**News Release** Organization Name

Organization Address

**Contact:** Contact Name

**Email:**

**Phone:**

**Fax:** FOR IMMEDIATE RELEASE

**Headline**

[A headline should be short and should communicate only the essential information. For example: “XX Association for Behavior Analysis 10th Annual Conference This Weekend”]

CITY NAME [indicate location of event or activity]—Lead paragraph. All of the most important information should go in the first paragraph of the article. If someone reads only the first paragraph, he or she should glean the essential details and be able to act on them. Think “who?” “what?” “when?” “where?” “why?” “how?”

Second paragraph. Journalistic writing uses the “inverted pyramid” format, which means that the most newsworthy information goes first, other key details go next, and interesting but non-essential background information goes last.

Third paragraph [et cetera]. Aim to keep news releases as short as possible, as news space is competitive.