

STYLE GUIDE FOR PRESS RELEASES

CONTACT INFORMATION:
FOR IMMEDIATE RELEASE
(all caps, bold)

Contact: Robin Dutcher
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HEADLINE:

HEADLINE IS 12-POINT, ALL CAPS, BOLD, CENTERED ON ONE LINE

DATELINE:

KEENE, N.H., 2/1/07 – (en dash = option, hyphen)

GENERAL:

- Be brief. Most releases should fit on one to two pages.
- Use active voice. (Professor Al Rydant will speak on ..., or Adult Learner Services will present six workshops on Friday, March 4.) Avoid starting with a date, as in “Wednesday, February 16, the Keene State College Film Society will present ...”
- Always run spell-check, but understand that it will not catch everything.
- Check with the originator of the information.

FORMAT:

Font, point size, and line spacing are a personal preference as releases are all sent electronically.

LEAD:

- For events, all important information needs to go in the first paragraph. This includes who, what, when, where, and how much. Speakers credentials can be very brief here and expanded later. Lead paragraphs should normally be no more than four to five lines.
- For announcements: what is being announced is stated first, who is making the announcement is next.

NAMES:

Use last name only on second reference, not Mr. or Mrs. or Ms.

FOR MORE INFORMATION:

Whenever possible, give a name and phone number of the person or office that has more detailed information. Give directions and parking information, if appropriate, at the end of release.

END OF RELEASE:

- Center -30- to denote the end of the release.
- At left margin, type / and your initials (/rd).