

PRESS RELEASE TEMPLATE

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Instructions: Your teacher has provided you with a current events article featuring a new or emerging issue. Use the template provided below to create a press release that addresses the current domestic or international "crisis" at hand. The goal of the press release is to have a newspaper print your article, thereby providing the campaign with earned (or free) media coverage. Print this page and staple it to the final document which should be typed in Microsoft Word. If you would like more tips on writing a press release, check out the [Eclipse How To](#), [The Publicity Insider](#), and [PR WEB Newswire](#).

[- Printer Friendly Version -](#)

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~CANDIDATE SLOGAN ACROSS TOP ~

## PRESS RELEASE - FOR IMMEDIATE RELEASE

CONTACT: \_\_\_\_\_, Press Secretary

Campaign to Elect \_\_\_\_\_, Communications Department

Email: \_\_\_\_\_

## MAIN TITLE OF PRESS RELEASE IN UPPER CASE

Subtitle of press release (upper and lower)

The body of your press release should include four paragraphs. The first paragraph should provide a brief summary of the current problem or event in the spotlight. In addition, this paragraph should introduce the candidate. Finally, this paragraph should demonstrate that the candidate understands the seriousness of the problem, who is involved or affected, etc.

The second paragraph should inform readers about the candidate's reaction to the "crisis". The candidate's reaction should convey the appropriate emotional response and should demonstrate an awareness of current public attitudes surrounding the issue. In addition, the paragraph should bolster support among the support constituency by demonstrating that the candidate is in sink with his/her supporters.

The third paragraph should attempt to subtly capitalize on the earned media aspect of a press release. Assuming the article is printed, it will inform voters about your candidate. Therefore, the closing paragraph should tie the current "crisis" into the

candidate's party platform and agenda issues. In addition, the closing paragraph should paint your candidate in a glowing light and convey how the nation will benefit if your candidate is elected President.

The final concluding paragraph should summarize key points included in the article.

**About Candidate Name**

Include a brief biography about the candidate.

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**Submitted By: Campaign Communications
Department**

**Lead Team Member _____, Campaign Press
Secretary**

Support Team Member/Title: