Template: Media Release

The best use of a press release is to announce something new to reporters. If you want to provide comment on something that is currently being covered in the news or that will be covered (such as a hearing on legislation that has previously been in the news), consider releasing a short statement or quick quote rather than a full press release.

See also a sample press release from cityLAB at UCLA for a look at how housing advocates can build in the California Dream narrative frame. Be sure to weave in the California Dream narrative key messages; consistent uses of the messages will help them stick.

Press release tips:

- Keep in mind that shorter is better for reporters, who are stretched increasingly thin as newsrooms continue to shrink. Utilize links to background information as a way to help keep things short.
- Emphasize and lead with what is newsworthy (things that are new, different, timely, etc) and the main point.
- A press release is an opportunity to help advance narrative. To do so, be intentional, strategic, and weave in your key messages or talking points connected to the larger narrative.

Press Release Template

For Immediate Release: [DATE]
Media Contact: [Name, email, phone]

Title

*[title should be short and emphasize what is new, different,
newsworthy to reporters who would potentially cover this]*

Today [name of organization or coalition] [announced, released, launched] [short description of what is being announced, etc.].

[Brief explanation of why this is timely, relevant, important. For example, if there is an upcoming hearing on a policy the press release is focused on, include that here.]

[Quote 1: Quotes should be a maximum of 3 succinct sentences so that they are quotable for reporters, and ideally include your main messages or talking points in order to reinforce the larger narrative.]

[Key points or evidence broken into separate paragraphs: This is to provide evidence, context or important data points, along with context about why these are important and how they are connected to your argument.]

[Bullet pointed lists are an additional way to provide a succinct spotlight on items that you want to draw a reporter's attention to.]

Key findings include:

- Data / evidence, key point, or finding 1
- Data / evidence, key point, or finding 2
- Data / evidence, key point, or finding 3
- Data / evidence, key point, or finding 4
- Data / evidence, key point, or finding 5
- Data / evidence, key point, or finding 6

[Quote 2: For a press release on a coalition effort, you may want to include a quote from a partner organization. Press release quotes can also be from a third party validator or someone from an impacted community. Again, quotes are the prime place to echo key messages that reinforce the larger narrative.]

[Background information: An overview of any background information can go here, and can include links to additional information.]

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[Brief two to three sentence overview of the organization or coalition, often referred to as boilerplate language or an elevator message, similar to what is found on the "About Us" section of an organization's website.]