

Contact Name
Organization or Club Name
Phone #
Email

FOR IMMEDIATE RELEASE
Date

Headline (Centered, Bold and Capitalized)

*Secondary Heading *Optional* (Italicized, capitalize only the first word)*

CITY, ABBREVIATION of state. – This is your hook paragraph. Tell the reader the most pertinent details about your news story or event. This is where you should include the who, what, when, where, why and how.

Your second paragraph should expand on the “what” and the “why.” Why is this event important? What makes it news worthy? Use simple language and take time to explain details. Not everyone, including reporters, is a model aircraft enthusiast.

“It’s always wise to include a quote,” said Kelsie Walker, AMA Director of Development. “When is the last time you read a news story that didn’t include a quote? Help the reporter and give them everything they need. Taking this extra step will only help the chances your press release is covered.”

Use more paragraphs to further detail your news story or event.

Conclude with a call to action and an opportunity to obtain more information. Include a hyperlink to your club’s website or event page.

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A boilerplate is not always necessary, but it’s an opportunity to add background information about your club or organization and explain why it exists. This information wouldn’t be included above because it is not pertinent to your event. This is for a reporter or reader who, again, is not a model aircraft enthusiast.

This is the header. It should include your name or the name of the person who will most likely speak with the media. It should also include the organization/club name, as well as a phone number and email. On the left it’s important to tell the reader this is Media Release with a date.