Press Release Format

Date:
Contact Person:
For Immediate Release: (or Hold for Release Date_____)

Subject: CATCHY TITLE IN ALL CAPITALS

The first sentence and first paragraph is important for presenting the most important or attention-getting facts of the story. Remember "who, what, when, where, and why". The reporter or editor may very well rewrite your release. Use double spacing and wide margins to allow the editor room to make notes. Use left-justify to layout the type.

Use the first or second paragraphs to include the name of the physician or practice, and how it connects to the story. Do not make the press release obviously self-serving. Make it newsy. Taking a local angle to a national story with local facts often works well. For example, "The new studies on allergies indicate women have a 40% risk of developing asthma before age 40. According to Dr. Smith of the Smith Allergy Clinic, that means approximately 15,000 cases here in Anytown".

A quote should be included that is attributable to the physician. It should help establish credibility. Use terms like "said, noted, indicated", not "claimed, declared, or denied".

If you have more information, include it in the forth paragraph. Quoting the doctor again might be OK. This paragraph might well be eliminated by the editor to save space.

Finish with a recap of major points or recommendations for action. Say "see your physician if you have questions", not "see Dr. Smith…" You can work in your phone number, email address or website here. You can say, "More information is available on Dr. Smith's website at DrSmith.com"

It is best to submit your release to the person in charge of health-related articles in the target media. That person is often identified on the media's web page, including their email address and guidelines for submitting press releases. Ask them what kind of stories they are interested in. Putting three Xs marks the end of the story.

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