*Template last updated on 11 January 2022*

**How to Use this Template**

Fill in the brackets with the appropriate information. Instructions and tips are provided in gray boxes to help guide you. Be sure to remove the brackets and gray boxes when finished. Convert final version to PDF before distributing to media outlets.

**[ News Release Headline – Include type of event ]**

**Body: Summary and Highlights of Event**

Every paragraph of the release should be indented. Provide a concise summary of the event that highlights what happened during the event.

[ Dateline, if necessary ] [ Provide an intriguing lead that includes the who, what, when, and where. ]

[ Construct a bridge that includes Ws not included in the lead, attribution(s), identification, tieback to a previous story and secondary facts (WAITS). Use this space to explain the purpose, or “why,” of the event and other WAITS elements, if necessary. ]

[ Write the body beginning with a command message presented as a quotation if available.

Add newsworthy details in chronological order or in order of importance.

Wrap up with another quotation containing the command message if available. ]

[ Optionally, include a boilerplate message such as, “The mission of Unit X is Y.” ]

[ Conclude with point of contact for media to contact if needed:

POC Rank, First and Last Name

POC Email Address

POC Phone Number(s) ]

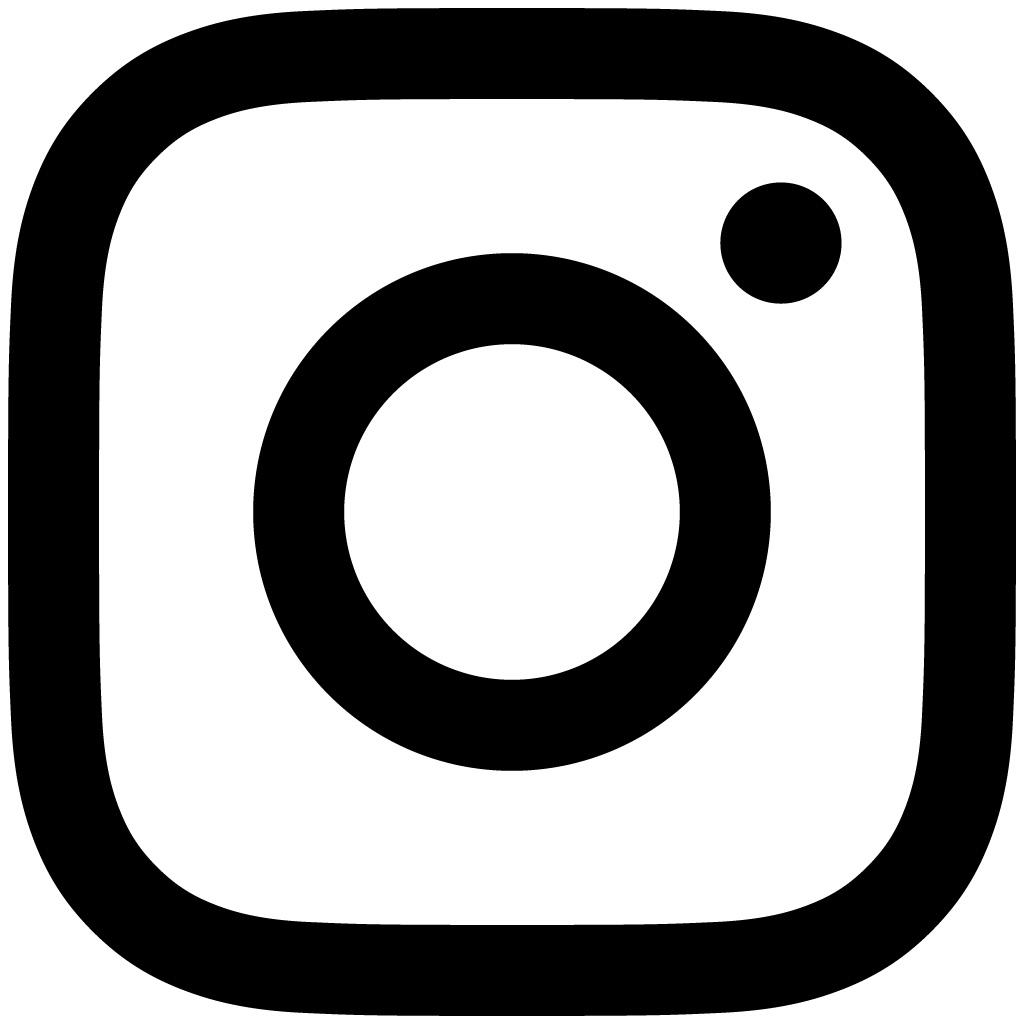
**Organization Web and Social Media Contact Information**

Provide organization home page and social media links. To insert social media links:

1. Right-click on the icon
2. Select “Edit Link” from the menu
3. Insert organizations social media link
4. *Select “OK”*

[ Organization Name]

[ Link to Organization Homepage ]

[](file:///Users/Katelyn/Downloads/%255b%20Link%20to%20Organization%20Facebook%20Page%20%255d) [](file:///Users/Katelyn/Downloads/%255b%20Link%20to%20Organization%20Twitter%20Page%20%255d) [](file:///Users/Katelyn/Downloads/%255b%20Link%20to%20Organization%20Instagram%20Page%20%255d)