

TEMPLATE PRESS RELEASE

Use your agency or company logo.

FOR IMMEDIATE RELEASE
[DATE]

Contact: [NAME]
[PHONE]
[E-MAIL ADDRESS]

The most efficient way to send press releases is via e-mail.

To search for media contacts based on your zip code, visit the Legislative Action Center at <http://capwiz.com/apwa/home/>.

The date stamp is your city and state, with the city capitalized (ie: KANSAS CITY, Mo. or DENVER, Colo.); text is bold.

[HEADLINE]

The headline should state the most compelling news of your press release in as few words as possible. The text should be **bold** and centered on the page.

The lead paragraph includes the who, what, when, where, why and how of the story. If the reporter only reads the lead, they should have most of the information about the issue.

[PARAGRAPH 1 - LEAD]

[DATE STAMP] - [SUMMARIZE IN 1-2 SENTENCES THE REASON YOU ARE SENDING A PRESS RELEASE]

[PARAGRAPH 2 - EXPLAIN WHY THE ISSUE IS IMPORTANT]

- [LIST 2-3 REASONS WHY ISSUE IS IMPORTANT]

[PARAGRAPH 3 - EXPLAIN WHY THE ISSUE IMPACTS YOUR COMMUNITY]

[PARAGRAPH 4 - PROVIDE DIRECTIONS FOR OBTAINING ADDITIONAL INFORMATION]

The balance of the press release serves to back up the information you outlined in the lead. Paragraphs are compact, organized with the most newsworthy items closest to the lead and interspersed with quotes to reinforce the content of the release.

To help strengthen your claims, use APWA facts and information in your release.

For examples of press releases regarding transportation investment, visit reinvestintransportation.apwa.net.

[PARAGRAPH 5 - BOILERPLATE MESSAGE]

Working in the public interest, APWA's more than 29,000 members plan, design, build, operate and maintain transportation, water supply, sewage and refuse disposal systems, public buildings and other structures and facilities essential to our economy, security and way of life.

Your agency boilerplate message is also appropriate.

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Always write in third person (no "I" or "me.") If possible, keep the press release to one page, or two at the most.