

For Immediate Release

(Enter the date the news release will be sent)

Comment [T1]: Double check that you have the correct date prior to sending.

Media Contact:

(First and last name, title)

(Direct desk and cell phone numbers)

(Email address)

MEDIA PHOTOS: A special webpage just for the media to download high resolution photos of your product.

Comment [T2]: The person assigned to this role must be available and able to competently speak on the subject matter.

Comment [T3]: Everyone likes to feel special—the media is no different.

Your Attention Getting Headline

Comment [T4]: The only part of the news release that should be bold and underlined.

City, State—Your amazing 250-275 word news release, line spaced at 1.5, and with at least one quote that is not laying it on thick about the greatness of your company but actually provides information or statistics. The font should be Calibri or Times New Roman. Font size should be 11 or 12. No colors. No fancy fonts, bolds, or italics. You're not in high school.

Comment [T5]: Editors are cynical. One whiff of bullshit and they'll delete your news release or worse—make you their new mission.

Company boilerplate, single line spaced, and one font sized smaller than main news release.

Comment [T6]: This is where you tell the editor about your company. Keep it to one paragraph and think of it much like your elevator speech. It will save the editor from digging it up online. Be sure to include your company's website.

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Comment [T7]: This denotes the end of the news release.

You can increase the chances of your news release hitting a home run by giving a brief follow-up call to the editors you sent it to asking them if they need anything else. Keep the call short and never call on a Monday morning, Friday afternoon, or on an editorial deadline day.

LandShark Communications LLC is in the business of providing spot on content for news releases, websites, brochures, advertisements, feature articles, e-newsletters, white papers and more.

Call us today at 513-319-2649 or send an email to our fearless leader at tammy@landsharkcommunications.com.