



University Relations and Communications
 2101 E. Coliseum Blvd.
 Fort Wayne, IN 46805-1499
 260-481-6808 (voice) • 260-481-6172 (fax)

-Keep in mind the purpose of a news release – to pique the media’s attention rather than supplying ALL the details. If a member of the media needs more detail, he or she will call the media contact.
-Be sure to have someone from your organization proof this to make sure all the details, such as date, time, and location, are correct.

News Release

FOR IMMEDIATE RELEASE

[DATE]

Edited by: Laurel Alberson, communications specialist, 260-481-6166, albersol@ipfw.edu

Media contact: [YOUR NAME, NAME OF ORGANIZATION, PHONE NUMBER, AND E-MAIL ADDRESS]

[TITLE TO CATCH MEDIA’S ATTENTION]

Start with a lead sentence that will catch the media’s attention. You’ll want to include the university’s full name in this paragraph along with its acronym (Indiana University–Purdue University Fort Wayne (IPFW)). Also list the name of the event, date, time, and location in this paragraph. If there’s a cost for your event, list that along with who is invited. If your event is free and open to the public, list that here, too.

Go into more detail about the event in this paragraph. Give information about the speakers, entertainment, purpose of event, etc. Also include who is sponsoring the event. If there are specific parking instructions, include that in this paragraph.

Include background information on the sponsoring organization(s) and any other important information for the media.

For more information on the celebration and the [EVENT NAME], contact [YOUR NAME], [NAME OF ORGANIZATION], at [YOUR PHONE NUMBER] or [YOUR E-MAIL ADDRESS].

Key Info

➤***[NAME OF EVENT]***

➤***[DATE AND TIME OF EVENT]***

➤***[LOCATION OF EVENT]***

➤***[COST OF EVENT AND WHO IT IS OPEN TO]***

###