



News Release Template

INTRODUCTION

A news release is used during a crisis when you have important information to share with the media, the public, visitors, or other interest holders. It allows your organization to communicate significant updates or generate media coverage to amplify your crisis messaging.

A strong news release will build your organization's credibility, maintain your reputation, and result in faster news pick-up. Use this template to prepare a news release during a crisis.

WHEN TO USE

A news release should be activated when your organization has gathered the appropriate information and is prepared with an official response or statement to the crisis. Use a news release to:

- Share key details of the crisis at hand.
- Demonstrate the steps your organization is taking to respond to the crisis.
- Direct readers to a call to action to support the emergency response.

After the news release has been sent, you can issue follow-up releases when new information becomes available.

KEY COMPONENTS

Each of the key news release components are outlined below. Use the instructions to build out each section of your release.

Headline

The headline is the first thing the reader will see and should capture attention. Follow these tips to write a strong headline:

- Incorporate action verbs to create a sense of urgency.
- A headline should be no more than 6-12 words in length.
- A good headline leads with an overview of what's happening in a direct and factual tone.
- Headlines should address what people care about the most.
- An optional sub-header can add context and depth to the headline. It allows you to elaborate on the main idea, and better capture attention.

Lead/Lede

Leads or “ledes” are the first sentence of the news release that captures the essence of your story and provides the key facts. It builds from the headline/sub-header and is what helps the reader decide to read more. Follow these tips:

- Leads should provide the most important facts of the story. Details can be provided later.
- Your lead should be no longer than 40 words and one sentence.
- The lead doesn't hold all the details, just the most important information.

Body

The body is where you can include the who, what, when, where, and why of the story. Start with the most important information at the top, as very few readers will finish the entire story. You want reporters and editors to get the key facts as quickly as possible so they can decide if they want to run the story.

Quotes help to break up body text and add credibility. Ideally, include one to two quotes from your organization's spokesperson and/or a partner organization also impacted by or responding to the crisis.

Call to Action

The call to action is used at the end of the release to direct the reader to take a specific action. This could be directing the audience to register for emergency updates, where to find the most up-to-date information, or to visit your website for resources.

Ensure you have clear instructions and hyperlinks for readers to take the next step.

End of Release

Include “-30-”, centered at the bottom of your news release to indicate the end of the news release.

Footer Details

Footer details should include three pieces of information:

- **Boilerplate:** Two to three sentences describing your organization.
- **Multimedia:** A link to photos or graphics that align with the news. News releases that include visuals always perform better.
- **Media Contact:** The name, job title, and contact details of whoever is available to answer media calls or questions.

Key Considerations

Follow the Canadian Press Style Guide, including but not limited to:

- Write clear and concise sentences that are short and direct.
- Ensure your document is set to English (Canadian) language.
- Keep language at a Flesch-Kincaid Grade Level 7 reading level or lower. Use Microsoft's tips to test your document's reading level.
- Spell out numbers one through nine, use digits for numbers 10 or greater.
- Use 'per cent' instead of '%'.
Do not use the oxford comma, unless necessary for clarity.

Example

Below is an example of a news release, as a joint statement between the RCMP and Sea to Sky Gondola. [Joint Statement from Sea to Sky Gondola and RCMP | Sea to Sky Gondola](#).



TEMPLATE

News Release

Use the template below to draft your news release:

FOR IMMEDIATE RELEASE

[Your Organization Name]

[Date of Release]

Headline

Optional sub-header

[City/Town Name], B.C., [Month Day, Year]—Lead paragraph—a summary of the news you are sharing.

BODY: 1–2 body paragraphs explaining what the news is and providing the most important information. The copy should provide enough details for readers to understand what is going on. Refer to your call to action early.

QUOTE: “Provide a quote from your organization’s spokesperson,” says person name, job title. “This quote can help add context and a personal element to your news release.”

BODY: Here you can include 1–2 paragraphs with more details and less essential information.

QUOTE: “Include another quote here from your spokesperson or from a partner organization that is impacted or responding to the crisis.”

CALL TO ACTION: Include your call to action here, directing the reader to more information or next steps: **[hyperlink]**

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BOILERPLATE

Add a few sentences that summarizes your organization and what you do. Include a link to your website.

MULTIMEDIA

Let reporters know where they can find photos and videos to support the news release story. If you don't have a link, you can attach a relevant photo to the news release.

MEDIA CONTACT

Contact Name

Job Title

Contact Email

Contact Phone