

## Press Release Sample for an Announcement

Try to keep to fewer than 8 words.  
Do Not put headline in all caps.

⇒ **Kennedy receives conservation resources**

Start your first paragraph with city,  
state and date of release as shown.

⇒ ATHENS, Ohio (August 18, 2008) — Artifacts and other holdings at Ohio University's Kennedy Museum of Art will be preserved for future generations with help from the Institute of Museum and Library Services (IMLS).

First paragraph should be no longer than  
1 or 2 sentences. **Should tell WHO,  
WHAT, WHEN AND WHERE  
(which ever are applicable).**

Quotes should be a new paragraph.  
Keep quotes short. 1 or 2 sentences  
at most. Place quote after first or  
second paragraph.

“As we move forward with (museum) accreditation, these materials are invaluable,” Kennedy Director Edward Pauley said. “Conservation of our print and Native American collections is of prime importance, and this IMLS award provides significant reference resources.”

⇒ On first reference, give full name and title. Additional references, give just last name.

Tell why this award/announcement  
is important to the organization and  
how it relates to the community.

⇒ As the primary source of federal funding for the nation's museums and libraries, IMLS works with the American Association for State and Local History to provide “IMLS Connecting to Collections Bookshelf,” a core set of conservation books, DVDs and online resources for museums and libraries.

How or why did the organization  
receive this award.

⇒ The Kennedy Museum was awarded the resources based on an application describing its needs and plans to care for its collections. The IMLS Bookshelf focuses on collections typically found in history or art museums and in libraries' special collections.

What are the goals or eventual  
outcomes of this award or  
announcement.

⇒ The multi-faceted, multi-year initiative, titled Connecting to Collections: A Call to Action, shines a nationwide spotlight on the needs of America's collections, especially those held by smaller institutions that often lack the human and financial resources necessary to adequately care for their collections.

Any additional information should be  
kept short and relevant to the award  
or announcement subject.

⇒ More than 9,000 objects make up the Kennedy Museum's collections. The museum, which opened in 1996, houses the nationally recognized Edwin L. and Ruth E. Kennedy Southwest Native American Collection -- a unique and culturally significant collection of Navajo, Hopi, Zuni and other Pueblo weavings and silverwork -- as well as a renowned contemporary print collection.

Contact is for media calls/requests. Format as shown. ➡ Contact: College of Fine Arts Director of Communication and Marketing Amy Wells at 740-597-3213 or wellsa1@ohio.edu.

Note to Media: Put details about attached photos or rehearsals/times when media are welcome here.



Short paragraphs are good. Try to keep paragraphs to about two to three sentences.  
Try to keep the entire release to 500 words or less.

Remember that this is for the public with a basic knowledge of the arts...  
newspapers are usually written for an junior-high reading level.  
Keep it simple and be cautious of jargon.