

## Press Release Sample for a Multi-Week Event

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

⇒ **Dance concert features students and faculty**

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

⇒ ATHENS, Ohio (May 29, 2008) — The School of Dance will present its Spring Dance Concert at 8 p.m. May 21 and 22 and May 29 and 30 at the Shirley Wimmer Dance Theatre in Putnam Hall.

← For multi-week events, group consecutive dates together as shown. Year is not needed.

First paragraph should be no longer than 1 or 2 sentences. **Should tell WHO, WHAT, WHEN AND WHERE.**

← Use this order for info: TIME, DAY/DATE, LOCATION.

This year's concert includes five new dances choreographed by undergraduate dance majors, new choreography by faculty and a reconstruction of classic solo dances from the repertory legendary dancer Jean Erdman choreographed in the 1940s.

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

⇒ "Everyone in the School of Dance has put in so much time on the concert, both students and faculty," said junior dance major Megan Payne. "The concert is really a culmination of everyone's talents and dedication to dance."

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

Any additional information should be kept short and goes in its own paragraph(s). Use this space to tell why the event is important or special.

⇒ Payne created three dances for the concert, including one featuring Assistant Professor of Dance Ruben Graciani. Payne's work was selected for inclusion in the Gala Concert Production at the recent American College Dance Festival at the State University of New York at Brockport.

Last paragraph should include info on tickets, admission, finding more info, etc.

⇒ Admission is free for Ohio University students and \$6 for general admission. Tickets are available from the College of Fine Arts ticket office in Kantner Hall or by calling 593-4800.

Contact is for media calls/requests. Format as shown.

⇒ Contact: School of Dance Director Madeleine Scott at 740-593-1828 or mscott1@ohio.edu

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

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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 a junior-high reading level.  
Keep it simple and be cautious of jargon.