

Press Release Sample for a One-Time Event

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

⇒ **Third Thursday Family Night, donating art projects to New Orleans Families.**

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

⇒ ATHENS, Ohio (Feb. 18, 2008) -- Ohio University's Kennedy Museum of Art and Athens's Dairy Barn Arts Center offer families the chance to make art together at the Third Thursdays Family Night from 6 to 7:30 p.m. Thursday, Feb. 21, at the Kennedy Museum of Art's Christine Demler Brown Center for Art.

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.

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

⇒ "Art can be a connective tissue between people and communities," said Assistant Professor of Painting Julie Dummermuth, who will be leading the event. "This project creates both art and social change."

← 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.

⇒ Children and their parents will cut, glue and assemble special envelopes and letters that will be sent to schoolchildren in New Orleans. The Ohio Arts Council will provide material and postage.

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

⇒ The program is funded in part by the Ohio Arts Council, an organization that encourages economic growth, educational excellence and cultural enrichment.

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

⇒ Contact: Kennedy Museum Curator of Education Sally Delgado at 740-593-0953 or delgado@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.