

Template Press Release

FOR IMMEDIATE RELEASE: (DATE)

Organization (Agency, company, or use your logo)

Media Contact: Name Phone Number (make sure this number is also an after hours number)

Email

HEADLINE (ONE LINE ONLY)

Subhead: More Detail as Needed, One Short Sentence Only

City, State: Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing, where, and its relevance to your industry. Use active voice and active verbs. Spell out acronyms and initials. Don't bury the lead: doing so makes it harder on reporters to find the information they need most, so get right to it in the first paragraph.

The second paragraph is the best spot for quotes, but choose your quotes carefully. Authenticity is key. Eliminate jargon. Leverage quotes to build the importance of your story but also to shape your core messages. Whenever and wherever possible, include quotes from partners or important surrogates, and avoid extreme exaggeration. IMLS can also provide a quote from a program officer, in addition to the one we provide from the Director.

In the third paragraph you can provide additional background information that's less pertinent to the news. Some additional words of wisdom:

- Whenever possible, try to keep your announcement to one page
- Use basic language, written for an 8th grade level.
- Be you are truly focused on what is newsworthy about this announcement. If not, revise.

About Your Company

(your organizational boiler plate): This is a placeholder for a short description of your company along with a link to your homepage. Double check to ensure the first sentence accurately and clearly describes your business in a manner that could easily be lifted and translated by a reporter.

About IMLS

The Institute of Museum and Library Services is the primary source of federal support for the nation's approximately [120,000 libraries](#) and [35,000 museums](#) and related organizations. The agency's mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Its grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.imls.gov and follow us on [Facebook](#) and [Twitter](#).

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Template Event Announcement

If you are announcing an event, you can streamline your release so reporters can read it quickly by listing the who, what, where and when, put this information below the subhead. Here's an example of how it could look:

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City, State: One to two sentences that describe what you are announcing and its relevance to your industry.

What: Screening of your movie, exhibit opening, reading of your book, etc.— list that the event will be open to the public if it is

Where: List location using full street address, city, state and zip code

When: Date/Time with am or pm.

Who: Say who will be attending— an author, director, artist, congressman, etc.

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