



TEXAS A&M
FOREST SERVICE

News Release

Office of Communications

200 Technology Way • Suite 1281 • College Station, Texas 77845

Office: 979-458-6606 • Email: newsmedia@tfs.tamu.edu

FOR IMMEDIATE RELEASE

Month Day, Year

Headline (sentence case) Ex: City of Andrews celebrates five years as a Firewise Community

CITY, State — Lead paragraph

The introductory paragraph should briefly summarize the entire press release. The paragraph should be 1 to 2 sentences – approximately 20-30 words total. Mention what is happening or happened, the date, time, where it happened, and the important people involved. Answer who, what, when, where, why, and how.

Second paragraph

The next paragraph(s) goes into more detail. For example, explain the importance of the subject or event and why it's taking place. This is a good place to provide detail about the participants, who stands to benefit, who stands to lose, etc. In general, remember that most important information should be placed at the beginning of the article - information at the end is less likely to be read

Quote

[Supporting or tangential information]

Supporting paragraphs

Write 1 to 2 paragraphs of supporting points. Each paragraph should be 1 to 2 sentences long.

Possibly include another supporting quote

Final paragraph

Include links to images, audio, video, resources

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Contacts:

Primary contact name; title; agency/company; email; phone; other

Secondary contact name; title; agency/company; email; phone; other

Editors' note (non-critical info): where to find photos, more information, RSVP, etc.