

News Release Guidelines

Keep in mind the following guidelines when preparing a news release.

FORMATTING:

- Use 8-1/2 x 11-inch paper with at least one-inch margins
- Start the page with FOR IMMEDIATE RELEASE
- If you are releasing news in advance of a formal announcement, indicate that the release is “embargoed” until a certain date and time
- Include complete contact information for the person who will be fielding media inquiries
- Indicate the date and location of your organization or wherever the news is taking place
- At the end of the release, include a short paragraph about the organization; this is often called your “boilerplate language”
- Indicate the end of the release by centering -- # # # -- at the bottom of the last page

CONTENT:

A release should include who, what, when, where, why, and how, but it’s just as important to tell a story through your release. Write it like the story you’d want to see published. Your release should also follow an inverted pyramid structure, with the most important information at the top.

FOR IMMEDIATE RELEASE

Contact:
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Nonprofit ABC
(123) 456-7890

**NONPROFIT ABC RELEASES SURVEY FINDINGS FOR ARTS FUNDING
IN ABC COMMUNITY**

Results Underscore Vulnerability of ABC County's Arts Community

ABC, CA Date — “Arts in the Balance,” which summarizes the findings of the biennial survey of corporate, foundation and government arts funding in ABC County, was released today for Nonprofit ABC. The most in-depth review of its kind to date, the ABC survey tracked arts giving from 65 grant making agencies to 600 nonprofit recipients in ABC County for YEAR, the funders’ most recently completed fiscal year. The results, which were compared with previous surveys conducted, dramatically underscored the vulnerability of ABC County’s arts community.

Arts organizations contribute richly to the economic health and well being of the diverse neighborhoods that comprise the ABC County,” said the president of Nonprofit ABC. “Of particular concern are the smaller, community-based enterprises including neighborhood theaters, galleries and arts education programs which stand to suffer the most if funding trends and habits reflected in the survey continue.”

Citing key survey findings, the president of Nonprofit ABC noted that funding for the arts, in general, has declined significantly, and that four public agencies and six private foundations accounted for 75 percent of arts funding in YEAR.

“Overall, the survey results reflect an unbalanced distribution of dollars,” added the president of ABC. “However, to foster a vital creative environment in ABC County funding must embrace a broad range of organizations and artistic disciplines.”

The survey summary, “Arts in the Balance,” may be viewed at www.nonprofitabc.org or obtained by calling Nonprofit ABC at (123) 456-7890.

About ABC Nonprofit
Founded in YEAR, Nonprofit ABC is a nonprofit 501(c)(3) committed to a strong and vibrant philanthropic community that improved the quality of life for all residents in ABC County. Nonprofit ABC’s mission is to support and advance effective and responsible philanthropy through partnerships with private-sector grantmakers.

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