**UB Press Release Request Template**

Press releases are a large part of UB’s public relations strategy. When used correctly, a press release informs the media of the exciting things happening on UB’s campus and can result in media coverage in print, radio, digital, and television news.

If you have something newsworthy that should be shared with local media, you can submit a request for a press release.

*The Marketing and Communications department reserves the right to make the final decision on whether to send out a press release.*

When writing a press release, please consider the following best practices:

* **Who, what, where, when, and why:** Your request should provide as much detail as possible about your newsworthy event or information. Please tell us who is involved (with contact information), what the event or information is about (with as much detail as possible), when and where the event is taking place (is your event open to the public?), and why is this information newsworthy.
* **Easy to read:** A news outlet might publish a press release as is. A press release should be easy to read and should avoid technical jargon whenever possible.
* **Start with the most important information first.** Think of an inverted pyramid when writing a press release. Get to the most important details in the first paragraph – the “5 W’s” – and expand from there to the broader details and messaging.
* **Keep your press release to one page.**
* **Spend the most time writing your headline:** The headline of a press release is the first thing the editor will read and will often determine if they decide to keep reading or not. Your headline should summarize your press release in one short sentence.
* **Include quotes when possible:** Brief quotes from key players help to flesh out the story and provide color to the copy. Consider event coordinators, speakers/participants, key stakeholders and, in recaps, attendees for quotes.

When submitting a request for a press release, you should include this template addressing every bullet point listed above. The Marketing and Communications team will review your request to ensure it aligns with our style guidelines and overall public relations strategy.