

How to

> New Release

In order to submit a news release to a publication or news group, it is important to construct the release in a form that a reporter will immediately grasp and potentially read. Here is a basic diagram of a news release to get you started on the right track.

The company logo should be at the top of the page.

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Contact: Doug Turner | Office: 505-888-5877 | Cell: 505-888-5877 | Email: [dwtturner@dwturner.com](mailto:dwtturner@dwturner.com)

If the news release is for immediate release, say so on the left margin directly above the headline.

**FOR IMMEDIATE RELEASE**

The headline of the news release should capture the attention of the journalist and inspire them to want to read on.

The subhead gives you the opportunity to flesh out the angle and further hook the reporter, without stepping on the drama of the news release headline.

**Agency Ranks Among PR Week's Top 100 in Healthcare**  
Firm receives distinguished placement among leaders

**Albuquerque – July 19, 2002** – DW Turner Public Relations, one of the southwest's fastest growing public relations firms, announced today the company's ranking among PR Week's top 100 healthcare agencies in the country.

The news release lead begins with the date and city in which the news release originated and contains basic information for a reporter to get started on the story.

The body of the news release serves to back up whatever claims were made in the headline and lead paragraph. It explains in detail and includes a quote from a spokesperson. It ends with a summation of the release.

The listing, published in PR Week's June 24 edition, places DW Turner among prominent, global agencies such as Ketchum, Fleishman-Hillard and Porter Novelli in healthcare revenues. According to PR Week, healthcare was the number one PR growth sector in 2001, accounting for 19 percent of all reported agency revenues and an overall growth rate of 7 percent.

The final paragraph includes information on your company.

**About DW Turner Public Relations**

Citing the pharmaceutical industry as the primary reason for the growth, public relations agencies nationwide have benefited from the estimated \$400 billion dollar global pharmaceutical market.

Founded in 1996, DW Turner Public Relations, a full service agency, specializes in issue management and awareness, government regulations, political campaigns, community organizing, media relations, editorial services, crisis management, creative services, communication materials, partnerships and research.

If your news release exceeds one page, the second page should be indicated by "page 2" in the upper right hand corner and indicate continued on the bottom of the page.

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Place three # symbols centered directly under the last line of the release to indicate the end of the news release.