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FOR IMMEDIATE RELEASE

Month Day, Year

**Headline (sentence case)**

CITY, State — ­­­Lead paragraph: The introductory paragraph should summarize the news release. The paragraph should be 1 to 2 sentences – approximately 20-30 words. Mention what is happening or happened, the date, time, where it happened, and the important people involved. Without making the introductory paragraph too long, provide as much of the 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 is 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 the 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 one to two paragraphs of supporting points. Each paragraph should be one to two sentences long.

Quote: **[Supporting or tangential information]**

Final paragraph: Include links to images, audio, video, resources.

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**Editors’ Note:** May include aCORRECTION,critical fire info (when allowed at fire, PPE/attire needed, press conference times, interviews, etc), photo ops, interviews, RSVPs

*If issuing a correction include date and time original story went out and write a brief description of what has gone wrong and how it has changed. Make sure the release has the corrected information in the body.*

Contacts:   
Primary contact name, title, agency/company, email, phone, other   
Secondary contact name, title, agency/company, email, phone, other

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Boilerplate if needed