



THE UNIVERSITY *of*
NEW ORLEANS

STRATEGIC COMMUNICATIONS

Press Releases

Press releases can be valuable tools to inform external audiences about the University's people, programs and events.

You can help Strategic Communications craft a press release about your news or event by providing clear and concise information.

Elements of a Press Release

- **Headline:** In just a few words, it's a top-line summary of the news.
- **Lead:** What's the news? In one sentence, try to share the most important information.
- **Inverted pyramid:** The most important information goes up top. The background or additional details go toward the bottom.
- **In your press release, you should also answer the following questions:**
 - Who?
 - What?
 - Where?
 - When?
 - How?
- **Quote:** This is not necessary but it can add interest and insight, and introduce a key player.
- **Other tips:**
 - Your press release should answer the question, "So what?" Why should people care about the news you are communicating?
 - Avoid jargon. Keep it conversational. Use simple and direct language, even if the ideas are complex.
 - If your press release involves an event, it should include contact information, in case readers have questions.
- **Examples:** to view past press releases from Strategic Communications, click [here](#).
- **Submit this information, as well as any relevant high-quality photographs, to pr@uno.edu** so that Strategic Communications may consider the newsworthiness of your submission.