



# How to Write a Press Release



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# Typical Press Release Format

- **Contact:** Name and contact details of the Sigma Pi Executive Office.
- **Headline:** A title which grabs people's attention and clearly explains what the release is about.
- **Location:** Where you are and where the news is taking place.
- **Strong Lead:** This is where you explain your newsworthy study/content in one sentence.
- **Body:** This should be easily skimmable information provided in decreasing levels of importance. Quotes are a good idea to back up arguments.
- **Footer:** A few words describing Sigma Pi to the audience.



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# Important Key Notes:

- Write in third person, no personal pronouns
- Lead with facts
- In the absence of fact you can:
  - Express sympathy or regret for someone's situation
  - Re-state policy (reference the Fraternity Standards)
  - Positively state we are in communication with the investigators/police/university about his incident and will continue to stay in touch during the investigation.



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# Headline

The goal of your press release headline should be to summarize the entire press release

The three core tenets of writing a press release headline are:

- Use action verbs
- Be direct
- Be comprehensive



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# The Lead

Your lead is the first paragraph in your press release.

Usually consisting of 35 to 45 words, it summarizes the most critical parts of your press release.

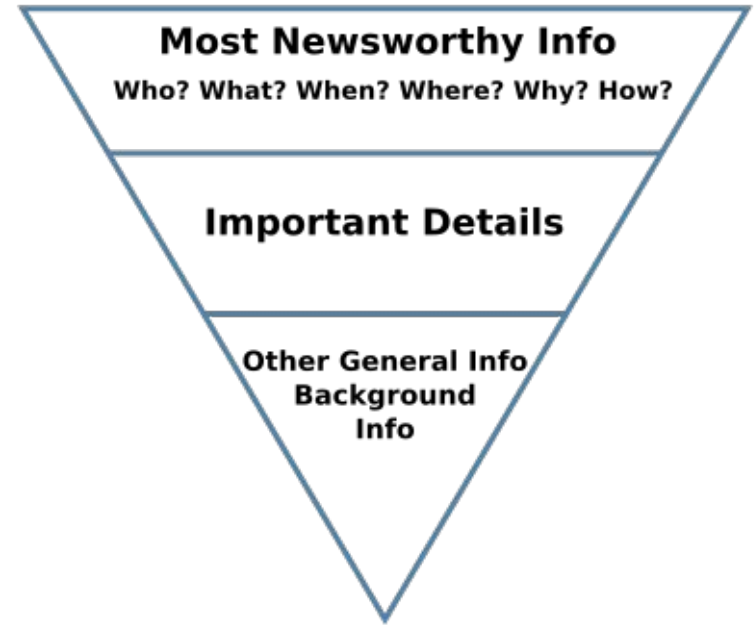
This first paragraph has to answer the “5 Ws” as concisely as possible.

- Who: Who’s involved in the news story?
- What: What’s happening?
- When: When did this story or event happen? When is it going to happen?
- Where: Where did this story or event take place?
- Why: Why is this information relevant?



# Body

- The goal of the body is to describe all the relevant details of the story and the Fraternity's involvement in it. The key word here is **relevant**.
- Follow the inverted pyramid formula with the most pertinent details right at the top and then get into the less vital aspects as you go on.
- If a quote is added, it should come from someone of authority, whether that is the Sage, Chapter Director or Executive Director of Sigma Pi.



# Footer

Include the following footer at the bottom of the press release:

## About Sigma Pi Fraternity

Sigma Pi was founded in 1897 at Vincennes University, in Vincennes, Indiana. **CHAPTER DESIGNATION** Chapter was founded in **YEAR** at **INSTITUTION NAME**. Our Executive Office is located near Nashville, Tennessee. The Fraternity is one of the top men's collegiate organizations in North America, with more than 115 active chapters and colonies in the United States and Canada. With over 100,000 alumni and 5,000 undergraduates; our men strive for excellence by living our core values to promote fellowship, develop character and leadership, advance heightened moral awareness, enable academic achievement, and inspire service.

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# Sample Press Release

A sample press release is available under the Public Relations section of [sigmapi.org/resources](http://sigmapi.org/resources)



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# Who to Send Press Release to?

Depending on the subject or purpose of your press release, you should send to some or all of the following:

- University Officials
- Greek Community
- Sigma Pi Executive Office



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# Have Questions? Want it Proofread? Send it to:

Name - Summer Clarkson

Position - Assistant Director of Public Relations

Email - [sclarkson@sigmapi.org](mailto:sclarkson@sigmapi.org)



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