**Press release**

A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Typically, they are mailed, [faxed](https://en.wikipedia.org/wiki/Fax), or e-mailed to assignment [editors](https://en.wikipedia.org/wiki/Copy_editing) and [journalists](https://en.wikipedia.org/wiki/Journalist) at newspapers, magazines, radio stations, online media, television stations or television networks.

**Structure of a Press Release**

[**Headline**](https://en.wikipedia.org/wiki/Headline)**–** used to grab the attention of journalists and briefly summarize the news.

[**Dateline**](https://en.wikipedia.org/wiki/Dateline) – contains the release date and usually the originating city of the press release. If the date listed is after the date that the information was actually sent to the media, then the sender is requesting a [news embargo](https://en.wikipedia.org/wiki/News_embargo), which journalists are under no obligation to honor.

**Introduction** – first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.

**Body** – further explanation, statistics, background, or other details relevant to the news.

**Boilerplate** – generally a short "about" section, providing independent background on the issuing company, organization, or individual.

**Close**– in North America, traditionally the symbol "-30-" appears after the boilerplate or body and before the media contact information, indicating to media that the release has ended. A more modern equivalent has been the "###" symbol. In other countries, other means of indicating the end of the release may be used, such as the text "ends".

**Media contact information** – name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person.

**Video news releases**

Some public relations firms send out video news releases (VNRs) which are pre-taped video programs that can be aired intact by TV stations. Often, the VNRs are aired without the stations' identifying or attributing them as such.

TV news viewers can often detect the use of VNRs within television newscasts; for example, many movie-star "interviews" are actually VNRs, taped on a set which is located at the movie studio and decorated with the movie's logo.

**Embargoing**

Sometimes a press release is distributed early and [embargoed](https://en.wikipedia.org/wiki/Embargo_(journalism)) – that is, news organizations are requested not to report the story until a specified time. For instance, news organizations usually receive a copy of presidential speeches several hours in advance.

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