*News releases should ALWAYS be on letterhead*

FOR IMMEDIATE RELEASE (if it is to be published now; otherwise provide a future date for publication)

CONTACT: (name, phone, email to make you accessible to reporters at their convenience)

**Headlines Are Easier to Read in Upper and Lower Case**

**and Call Attention to Why the Community Will Want to Know**

(City, ST location of event or organization, current date)—Lead sentence tells gate-keeper why audience will find this information important. In this paragraph include the briefest version of who, what, when, where, why and how.

In the second paragraph give details such as “first time,” “biggest,” “only,” or relationship to larger scale information. Link to what troupe, school, or cast members are known for (e.g. biggest troupe in the state).

If there is room, write a third paragraph. But it is important to keep news releases on equivalent of one page, or about 250 words maximum. The job of a news release is to arouse interest in the reporter/editor so they contact you for more details. News releases should be in 12 point type with 1.5 line spacing.

This is the space for the STANDARD CLOSING PARAGRAPH OR BOILERPLATE, which briefly summarizes the organization issuing the news release. In any news release about your troupe’s activities it would also be appropriate to include the ITS boilerplate.

***About the International Thespian Society***

*The International Thespian Society (ITS) is an honorary organization for high school and middle school theatre students located at more than 4,700 affiliated secondary schools across America, Canada, and abroad. The mission of ITS is to honor student achievement in the theatre arts. High school inductees are known as “Thespians” and junior high/middle school inductees are known as “Junior Thespians.” ITS is a division of the Educational Theatre Association (EdTA).*

Current best practice (for mobile reading) includes substituting a link to the organization’s “about” page in lieu of a boilerplate.

[About the Educational Theatre Association](https://www.schooltheatre.org/about/mission)

[About the International Thespian Society](https://www.schooltheatre.org/internationalthespiansociety)

### (or -30-)

*(Either 3 # signs or 30 with dashes before and after are symbols for editors that this is the end of the information.)*