



Canadian Interprofessional Health Collaborative
Consortium pancanadien pour l'interprofessionnalisme en santé

[Additional logo of second organization (if joint release)]

*learning to work together, working to learn together
apprendre à collaborer, collaborer pour apprendre*

News release

For Immediate Release
[Date]

Canadian Interprofessional Health Collaborative
[Second organization]

[HEADLINE HAS VERB, IS 55 CHARACTERS MAX, ON ONE LINE]

LOCATION –(THIS IS THE LEAD) News releases should always explain problem, solution and benefit and be written in the inverted pyramid style: the more important the information, the higher up in the release it goes.

(THIS PARAGRAPH SHOULD BE THE MAIN QUOTE) The headline should give an idea of what action is being taken, as well as identifying the benefit, in 55 characters or less, with an active verb

The lead needs to be more specific about what is being done (solution), as well as what the main benefit will be. Lesser benefits can be described further on in the release, along with more detail on the problem and solution.

The paragraph after the lead should always contain the main quote. The main quote should contain problem, solution and benefit, or at least some of these elements.

Technical points: The lead is not indented, but all the other paragraphs are. Keep the lead to 30 words or less wherever possible, and never more than three lines. (The attribution can go into the second paragraph if necessary.)

The release should answer who, what, when, where, why and how.

Quotes can and should be interpretive, but anything in the body of the release should be fact-based and objective. Releases are written in third person, except for the quotes – never use “our” outside of a quote. Quotes need to sound as though someone wou

Use the active voice wherever possible (an exception is the lead, where you may want to use the passive voice to get the news hook at the front).

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Contact: [add contact info here]