

**FOR IMMEDIATE RELEASE**

**Contact Name**

**Organization Name**

**Phone Number**

**Email Address**

**Headline (Succinct Statement: One Line Only)**

**Subhead (More Detail as Needed, One Line Only)**

**City, State (Date)—**Your announcement starts here and should lead with a strong first paragraph that clarifies what you are announcing, where and its relevance. Don’t bury the lead! If you do, you make it more difficult on reporters reading your release, so get right to it in the first paragraph.

The second paragraph is the best place to use a quote, but choose your quotes carefully. Your audience (the press) will not, nor will they have time, to read lengthy quotes from multiple individuals saying the same thing. Use a quote(s) to convey the importance of the information: the “why.” Your quote should also share your Arkansas Adult Education’s core messages. If possible, use a quote from a student or teacher. Also, avoid exaggeration!

In the third paragraph, add more context to the story, but don’t overdo it. If possible, avoid multiple pages, and certainly avoid “fluff” information that is unrelated to the specific announcement. If there are numbers or other facts and figures that need to be presented:

* Consider using bullet points to break up the text. Long blocks of text is difficult to read.
* Also, KISS: Keep It Simple Sunshine! Use words the average individual would understand.
* Revise, revise, revise! Make sure your content is newsworthy and edit your content.

In this final sentence, provide the contact name and phone number and email address one more time.

**About Arkansas Adult Education**

This paragraph should be a short description of your organization. Use the following statement, modifying for programs in your center:

Arkansas Adult Education, a division of the Arkansas Department of Career Education, provides basic skills classes to adults with less than a high school education and assists them with earning an Arkansas high school diploma. This is accomplished through basic and general education classes, English as a Second Language classes, correctional education classes and family literacy classes. Arkansans who are unemployed or underemployed and who are seeking to increase their academic and job readiness skills do so through the Workforce Alliance for Growth in the Economy (WAGE)™ program.

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