



# Broadcasting the Word

## Anatomy of a Press Release

Letterhead or Artist Address .....

Contact .....

Date .....

Banner: News Headline .....

Blurb Paragraph: Explanation of Headline

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Paragraph 1: Snapshot of Details

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Paragraph 2: Significance of Event

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Paragraph 3: Support for Significance of Event

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Paragraph 4: Closing paragraph complete with particulars (address, open hours)  
and host institution tagline (standard statement that accompanies all host publicity)

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###: The hashtags signify end of document