



W. L. Adams Center for Writing

AP Style Press Release

A press release is an official statement, written in a formal succinct style, that a company or an organization shares with the media regarding current events or newsworthy changes that merit public interest. The Associated Press (AP), the oldest news organization in the United States, has provided press release guidelines in the 57th edition of *The Associated Press Stylebook*. The following examples and recommendations adhere to these guidelines.

Headline

Purpose:

The first part of a press release is the title, which both grabs attention and concisely expresses the purpose of the release (it may include a subtitle, or sub-headline).

Guidelines:

- Character size: Generally consists of seven words or less, or no more than 100 characters.
- Company/Organization name: Includes its name.
- Verb tense: Describes current events in present tense or upcoming ones in future tense.
- The target audience: Clarifies the location for a local or national audience who may be unfamiliar with the company/organization.

Example:

TCU Approves Library Dormitories with Monorail Service

Dateline

Purpose:

The dateline provides additional context about where the news is coming from and when it occurred or will occur.

Guidelines:

- Location: Begin with the city name in all capital letters. If the city does not appear on the list of widely recognized domestic cities, include the state or state abbreviation (as stipulated in *The Associated Press Stylebook*, p. 56).
- Date: Provide the date of the release.
- Formatting: Follow the above information with an em dash (created by combining two hyphens).

Example:

FORT WORTH, Texas, Nov. 11, 2025—

Introductory Paragraph

Purpose:

Also called the lead, this paragraph follows the dateline's em dash to provide a summary of the news that entails the "5 Ws" – who, what, when, where and why.

Guidelines:

- Content: Begin with the most newsworthy information first. If the purpose of the press release is an event, include the event name, host, date and location.
- Style: Avoid the passive voice; write with active and descriptive verbs to emphasize and clarify the relevance of the news.

Example:

TCU announced today that the Board of Trustees has approved the construction of dormitories with direct walkways to Mary Coats Burnett Library to provide residents 24-hour access to the library's resource rooms in addition to monorail service to key location points on campus. Groundbreaking is scheduled for May 1, 2026.

Body Text

Purpose:

The body of the press release outlines more detailed information about the news story.

Guidelines:

- Paragraphs: Keep paragraphs short, no more than 2–3 sentences each to ensure that the news is both readable and memorable.
- Information flow: Start with the most important information first and continue in a descending order of importance.
- Quotes: Provide short quotes from prominent figures to add credibility and human interest (while giving full names and titles of sources).
- Length: Be concise because a press release, including all parts (from the headline to the media contact information), typically consists of a total of 300–500 words.

Example:

This innovative project aims to attract academically gifted students who crave the immediate convenience of the library and the speed and all-weather comfort of monorail travel.

"Modernity is coming to Cowtown," said Chancellor Dilly Wimbleweed. "This billion-dollar project will position our university in the upper echelon of American academic institutions by allowing us to compete not only among Big 12 schools for the best and brightest but the Ivy League schools as well."

Frank Lloyd Wright III, the grandson of the famous architect, submitted the winning design and will serve as an executive consultant during all stages of construction.

"TCU should prepare for enrollment applications to rise two-fold and for at least that many tourists," Wright advised. "Wright properties become monuments of Americana no matter where they're built."

Boilerplate

Purpose:

This part of the press release provides background information about the company or organization.

Guidelines:

- Length: Limit it to 100 words or less.
- Content: Provide a heading or tagline, like “About us” or “About TCU.” Then include the company's or organization's mission, founding date, and any significant achievements.
- Placement: The boilerplate commonly appears between the news announcement and the media contact information.

Example:

About TCU

TCU is a private research university, currently boasting 11,152 undergraduate students, 1,828 graduate students, and 100,000 living alumni. Founded in 1873, TCU often ranks in the top 100 among National Universities and Best Value Schools, according to *U.S. News & World Report*.

Media Contact Information

Purpose:

Ending the press release with contact information will give journalists the ability to request additional information if desired.

Example:

For media inquiries:
Ashleigh Jones
PR Manager, TCU
817-257-0000
a.jones@tcu.edu

References

Associated Press. (2023). *The Associated Press Stylebook* (57th ed.). Basic Books.

(See next page for the press release in full, with parts labeled.)

Headline

TCU Approves Library Dormitories with Monorail Service

Dateline

Introductory Paragraph

FORT WORTH, Texas, Nov. 11, 2025 –TCU announced today that the Board of Trustees has approved the construction of dormitories with direct walkways to Mary Coats Burnett Library to provide residents 24-hour access to the library's resource rooms in addition to monorail service to key location points on campus. Groundbreaking is scheduled for May 1, 2026.

Body Text

This innovative project aims to attract academically gifted students who crave the immediate convenience of the university's library and the speed and all-weather comfort of monorail travel.

"Modernity is coming to Cowtown," said Chancellor Dilly Wimbleweed. "This billion-dollar project will position our university in the upper echelon of American academic institutions by allowing us to compete not only among Big 12 schools for the best and brightest but the Ivy League as well."

Frank Lloyd Wright III, the grandson of the famous architect, submitted the winning design and will serve as an executive consultant during all stages of construction.

"TCU should prepare for enrollment applications to rise two-fold and for at least that many tourists," Wright advised. "Wright properties become monuments of Americana no matter where they're built, from Arizona and Pennsylvania to New York and now Texas."

Boilerplate

About TCU

TCU is a private research university, currently boasting 11,152 undergraduate students, 1,828 graduate students, and 100,000 living alumni. Founded in 1873, TCU often ranks in the top 100 among National Universities and Best Value Schools, according to *U.S. News & World Report*.

Media Contact Information

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