

# Tips for Releasing News after an Emergency

The format of a news release should follow a standard [press release format](#), pared down to essential information.

## **HEADLINE:** LIBRARY SET TO RE-OPEN AFTER EMERGENCY CLOSURE

For Immediate Release

Day, Date

Contact:

[Name]

[Title]

[Organization]

[Phone]

[Email]

**Lead:** Share the most important information, answering the 5 W's

*Hollytown Library will reopen Thursday at 10 a.m., following an emergency closure.*

**Body:** Add important details that answer questions raised by the lead.

*Responding to a report of an emailed bomb threat, Hollytown Police ordered the evacuation of the Hollytown library on Tuesday, September xx. After reviewing the threat, searching the facility, and conferring with state and federal law enforcement, police have determined that the threat was a hoax and that there is no imminent danger to library staff or patrons.*

**Tail:** In this situation, the tail provides an opportunity for the library to thank those who worked with the library to respond to the situation or who offered support in its wake--law enforcement, local elected officials, patrons, etc.

*The library wishes to thank Chief of Police Jones and the entire department for their quick and thorough response, Mayor Williams for his statement condemning the threat, and all of our patrons and partners who have reached out with messages of concern and support.*

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