

FOR IMMEDIATE RELEASE (or otherwise)

Today's Date

CONTACT: Person with more information, person's title

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Short, engaging and focused title that includes the radio station name and summarizes the information with keywords in 100 characters or fewer

(Good title: Roman Candle and Max Indian to headline WKNC's Double Barrel Benefit 7;
Bad title: Students named finalists for national awards)

(Introductory Paragraph) The who, what, where, when and why of the event or issue, written in such a way that it encourages the reader to continue reading. Be clear and concise rather than flowery or superlative.

(Middle Paragraphs) This is where you present more information.

(Quotation) "Try to include a quotation from a relevant source, such as the program director or general manager," said Relevant Source, title or why he/she is relevant.

(Concluding Paragraph) Historical information or where to find more information.

(About the organization paragraph) WKNC 88.1 FM is 25,000-watt student-run non-commercial radio from North Carolina State University featuring indie rock, electronic, metal and underground hip-hop. You can also include additional background information here.

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(Indicates the end of the press release)