

Approved University of Maryland
School or Department Logo



Example:

A. JAMES CLARK
SCHOOL OF ENGINEERING

NEWS RELEASE

FOR IMMEDIATE RELEASE: Month Date, Year

CONTACT: Name, email, phone number

HEADLINE OF PRESS RELEASE GOES HERE

COLLEGE PARK, Md. – The first paragraph should be the introduction and is your chance to capture a reader's attention. This paragraph should contain a summary of the key information in a few sentences, including answers to the five W's (who, what, where, when and why).

In the second paragraph, expand on the information given first paragraph and provide background information, including the news' significance and impact. If any of the five W's were not explained in the first paragraph, include them in the second paragraph.

"Include a quote from someone relevant to the release to add credibility to the story and establish experts. Quotes can help break up a press release and bring personality to the story. The individual(s) quoted should be available for media interviews, if possible."

Continue to add information that was not touched upon in the first paragraphs. Clarify and expand on the previous paragraphs and quote, and include any additional details that may be less central to the overall story, but are still important.

"If necessary, add an additional quote to expand further on the topics and ideas already mentioned."

In the final paragraph, conclude your story and include any information or links for readers to access additional information.

About [School/College/Department Name]

Include a standard paragraph that gives a brief overview of your school, college or department.

###



UNIVERSITY OF
MARYLAND

UNIVERSITY MARKETING AND COMMUNICATIONS

NEWS RELEASE

FOR IMMEDIATE RELEASE: Feb. 21, 2013

CONTACT: Neil Tickner, ntickner@umd.edu, 301.405.4622

SADAT PEACE LECTURE WELCOMES DALAI LAMA

COLLEGE PARK, Md. – The University of Maryland will welcome his Holiness, the [14th Dalai Lama](#) to campus on Tuesday, May 7. He will be the latest in a long-list of world leaders who have given the prestigious [Sadat Lecture](#).

"The Sadat Lecture for Peace is one of the university's most prominent events, and having his Holiness visit the campus is a remarkable opportunity for our whole community," says University of Maryland President Wallace Loh. "It is very important that we expose our students to the broadest cultural and international diversity possible, and help them become global citizens."

The annual lecture series, part of the university's [Anwar Sadat Chair for Peace and Development](#) program, (College of Behavioral and Social Sciences) has attracted world figures including Madeleine Albright, James Baker, Kofi Annan, Nelson Mandela, Henry Kissinger, Jimmy Carter, Mary Robinson, Mohamed El Baradei and Ezer Weizman.

The 14th Dalai Lama is one of the most recognized and respected religious leaders in the world. Throughout his life, he has stood by three main commitments: the promotion of human values, of religious harmony and understanding among all religions, and finally, as a Tibetan, of the Tibetans' struggle for justice.

"The Sadat Lecture has hosted some extraordinary and diverse world leaders over the years," says Sadat Chair [Shibley Telhami](#). "His Holiness the Dalai Lama has been a compelling voice of compassion, tolerance and peace during turbulent times. His lecture presents a wonderful opportunity for our students, faculty, staff and friends to hear his reflections."

The event will begin at 10 a.m. in the Comcast Center on campus. Tickets are required but free. Please check www.umd.edu/lecture starting March 8 for further updates on how to obtain tickets.

Boilerplate Copy

A boilerplate is a standard ‘about us’ paragraph that briefly describes an organization or group. It typically includes general information about your school, center or initiative, services offered, awards and recognitions, etc., and is located at the end of a press release.

About the University of Maryland

The University of Maryland is the state’s flagship university and one of the nation’s preeminent public research universities. A global leader in research, entrepreneurship and innovation, Maryland is ranked No. 21 among public universities by *U.S. News & World Report* and No. 14 among public universities by *Forbes*. The Institute of Higher Education, which ranks the world’s top universities based on research, puts Maryland at No. 38 in the world, No. 29 nationally and No. 13 among U.S. public research institutions. The university is also one of the top 10 highest-rated D.C.-area employers, according to Glassdoor.com. Its faculty includes three Nobel laureates, two Pulitzer Prize winners, 49 members of the national academies and scores of Fulbright scholars. The university is recognized for its diversity, with underrepresented students comprising one-third of the student population.