How to Write the Press Release Dateline

What Is the Press Release Dateline?

The press release sub headline (or "subhead") provides an opportunity for you to elaborate on and amplify your headline before the reader starts on the body of your press release. It may contain information about the "Five W's" (Who, What, When, Where and Why) that will be covered more thoroughly in the remainder of your press release. If you find that your headline may be too long, you can break it into a headline and sub headline.

How to Write an Accurate Press Release Dateline

Your press release dateline should include the city and state or province for news being issued from within the United States or Canada. For news being issued from other countries, your press release dateline should include the city and country. The city should be displayed in all caps, while the state, province or country should have an initial capital letter only.

Certain cities have been identified by the Associated Press as "standalone" datelines; they do not require the listing of a state, province or country with the city name. Those cities are:

US Cities

- ATLANTA
- BOSTON
- CHICAGO
- CINCINNATI
- CLEVELAND
- DALLAS
- DENVER
- DETROIT
- HOLLYWOOD
- HONOLULU
- HOUSTON
- INDIANAPOLIS
- LAS VEGAS
- LOS ANGELES
- MIAMI
- MILWAUKEE
- MINNEAPOLIS
- NEW ORLEANS
- NEW YORK
- OKLAHOMA CITY

International Cities

- BEIJING
- BERLIN
- DJIBOUTI
- GENEVA
- GIBRALTAR
- GUATEMALA CITY
- HAVANA
- HONG KONG
- JERUSALEM
- KUWAIT CITY
- LONDON
- LUXEMBOURG
- MACAU
- MONACO
- MONTREAL
- MEXICO CITY
- MOSCOW
- OTTAWA
- PARIS
- QUEBEC CITY
PHILADELPHIA
PHOENIX
PITTSBURGH
ST. LOUIS
SALT LAKE CITY
SAN ANTONIO
SAN DIEGO
SAN FRANCISCO
SEATTLE
WASHINGTON

ROME
SAN MARINO
SINGAPORE
TOKYO
TORONTO
VATICAN CITY