Press Release

Press Release

The press release is the universally accepted method of notifying the media (newspapers, TV, radio, magazines, etc) about your news story

What factors should be considered when writing a press release?

- Short
- Sweet
- To the Point

Press Release

Basic components of a Press Release

- **Headline**
- **Opening Paragraph**
- **Body**
- **Closing Paragraph**

Press Release

Headline

- **The first opportunity to grab an editor's attention**
- **Ten words or less**
- **It should transmit the core new/message so that the editor knows what the store is about**
- **It should be exciting and dynamic**

Remember: editors see many press releases on any given day

Press Release

Opening Paragraph

- **The most important part of a release is the opening paragraph**

- **Must explain the five "W's" and one "H" of story**
  Who? What? When? Where? Why? How?

  Must contain the "hook" - a factual statement that is the ONE thing that gets your audience interested in reading more

Press Release

Body

Inverted Pyramid
- **Most important information and quotes first**
- **Allows editor to cut story if space is a problem**

Make your case
- **The body of your release should bolster and explain the points you made in the opening**
- **Fully describe your story**

Press Release

Closing Paragraph

Review and summarize - keep it short

Define or remind editors who you are

> **Your name**
> **Phone number**
> **Email Address**
> **Web Site Address**

Press Release

"Tips"

Print on white 8 1/2" x 11 paper

All text should use a clean font (such as Courier, New Roman or Helvetia), with double spacing and minimum 1" margins around all sides

The words "PRESS RELEASE" should appear in bold letters centered across the top of page

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Press Release

"Tips"

(continue)

The name of the organization and/or person to whom the press release is being sent

The name of the person sending the release, along with their contact information (telephone, fax, email, pager, address, web site). This person should be available to answer questions from the media (including interviews)

Press Release

"Tips"

(continue)

The date that the press release was sent

The date the press release should be released. Common phrases are *for immediate release, for release after January 25, for release the week of May 19, for release between April 14-16.* Be specific to ensure timely publication

Keep it short - 300 to 500 words

Press Release

"Tips"

(continue)

The bottom of each page should be numbered in the format: *page 1 of 3*

After the last line of text, type -30- or #### to signal the end (centered)

Follow up with a phone call within a day or two to confirm that the article was received