

10 Tips for Writing a Press Release

Guidelines for Writing Press Releases

- 1) Decide why you are writing a press release and determine your focus. Make sure it is both timely and newsworthy.
- 2) Keep the tone of your release very business-like. Make sure you write it in third-person, and don't give personal opinions - or your press release will likely end up in the garbage.
- 3) Keep it short and to the point. Most press releases are no more than one page. A release that is full of mundane and useless information is usually deleted. If an editor is interested, they will ask for more.
- 4) Make certain the first paragraph includes all the vital information: the five W's who, what, why, when and where...Also, make sure that first paragraph is effective, making an editor or that person on the desk want to read on.
- 5) Include some tantalizing peripheral details or facts to spark curiosity in the paragraphs that follow your opening. A good press release not only informs but also teases (makes them want more). Make releases useful and fact-filled and easy for the media to do their jobs.
- 6) Follow journalistic style. If it is filled with language that an editor does not understand, they will not use it. Also avoid excessive use of adjectives and fancy language. Keep your language clear and concise. Remember to be "mainstream" media friendly.
- 7) Make sure you call the local media affiliate and ask the best way to send the press release over to them—usually it will be by email, or sometimes fax—this is also a polite way to just let them know you are sending a press release their way, so that it doesn't get lost in the shuffle.
- 8) Send your press release to the reporter that covers the area you are targeting (most likely sports) instead of the managing or senior editor, who most likely is too busy to filter through every release that comes through the office.
- 9) When emailing the story, the subject line should be the title of the release or a version of it pertaining to a local tie. For instance, if the title is "Kent State University Wins College Championships", but you are sending it to Georgia media, and Georgia is listed in the release as finishing second, then the subject line should say "Georgia Finishes Second at College Championships". Make the media recognize the value of the release you are sending.
- 10) Make it as easy as possible for media representatives to do their jobs.