

10 TIPS FOR WRITING A PRESS RELEASE:

1. Make sure the information is newsworthy.
2. Tell the audience that the information is intended for them and why they should continue to read it.
3. Start with a brief description of the news, then distinguish who announced it, and not the other way around.
4. Ask yourself, "How are people going to relate to this and will they be able to connect?"
5. Make sure the first 10 words of your release are effective, as they are the most important.
6. Avoid excessive use of adjectives and fancy language.
7. Deal with the facts.
8. Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, Web site address.
9. Make sure you wait until you have something with enough substance to issue a release.
10. Make it as easy as possible for media representatives to do their jobs.

SAMPLE FORMAT:

FOR IMMEDIATE RELEASE:

Contact:
Contact Person
Company Name
Telephone Number
Fax Number
Email Address
Web site address

Headline

City, State, Date — Opening Paragraph (should contain: who, what, when, where, why):

Remainder of body text - Should include any relevant information to your products or services. Include benefits, why your product or service is unique. Also include quotes from staff members, industry experts or satisfied customers.

If there is more than 1 page use: -more-

(The top of the next page):

Abbreviated headline (page 2)

Remainder of text.

(Restate Contact information after your last paragraph):

For additional information, Contact: (all Contact information)

Organization History (try to do this in one short paragraph)

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(indicates Press Release is finished)
