How to Write a Press Release

(adapted from a talk I gave in 2013 for an Iowa City Chamber of Commerce event)

Where media finds stories

- -City council agendas
- -While covering other stories and events
- -Local e-newsletters
- -Social media
- -Expert/trusted sources
- -Press releases

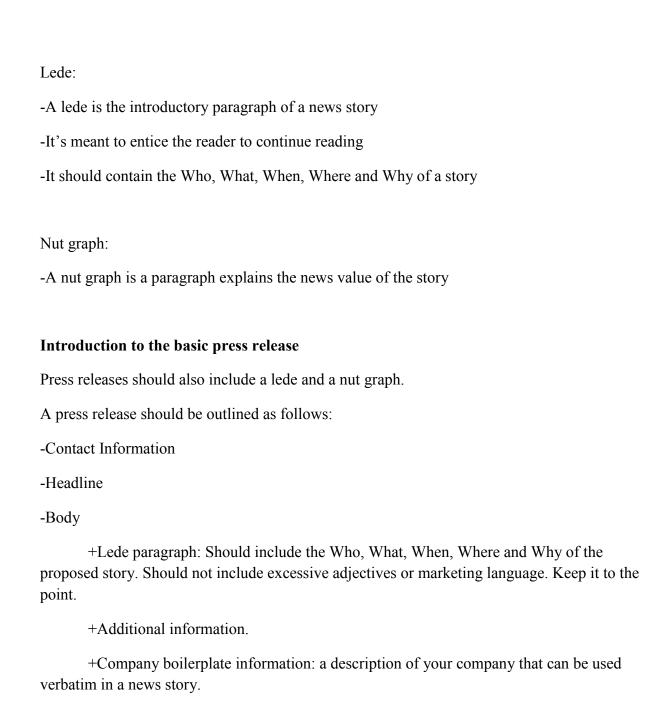
What is newsworthy?

- -Would it interest you as a reader, listener, viewer?
- -Is it relevant to readers, listeners, viewers?

Newsworthy Topics for Businesses

- -New product/service
- -Upcoming events
- -Awards
- -Partnership
- -Moves/relocation
- -Expansion, new hire
- -Being featured at a national event or on a list

In media, every story should include these two items



Why the newspaper picked up a story:

Why the newspaper did not pick up a story

-Press release too difficult to read, such as an e-newsletter that distorts the text

-Strong local connection

-Timely

- -Colored fonts
- -All capital letters
- -Sent the day of the event
- -Too much marketing language
- -Requires too much editing

Sending a press release

- -Copy and paste into an email, as well as attach it
- -Do not follow up with a phone call right away to see if the news person received it
- -Send event-related press releases at least six weeks in advance, if possible
- -If no action is taken on the press release after a few days, then call