



Press Release QUICK TIPS

Why write a press release?

A press release is a document which you can use to share noteworthy information to a newspaper or other media outlet. You should also create and send out press releases internally to your own organization, school, and community. It is a simple thing to do which builds morale throughout.

What should be in your press release?

The most basic content items are contact information for you if you're the writer and your group. There should also be a catchy headline which describes the contents and arouses curiosity. The first sentence or two needs to compel the reader to continue. Remember, if you want to get the press release published, you need to get the editor interested.

Begin with the five Ws and one H (WWWWWH) as in, Who, What, When, Where, Why and How. Your goals should be to answer all of them in the first two paragraphs. Need a place to start? Look for examples in articles you enjoy reading. Search both online and offline. Study several different samples by different authors to be sure you benefit from many ideas. Write in direct and "short sentence" style.

How can you make your press release stand out?

Once you've fulfilled the basic requirements for a well written press release, what else can you do to really make it stand out? Below are a few points to help you make it shine.

Photographs. Sending high quality photographs of your group really does a great job of putting a face on your press release. It adds the softer "human" element and can be an important way to connect with the reader.

Quotations. Find a noteworthy person who is willing to let you quote them on the significance and benefit of your project to the community. They will lend some of your reputation to the press release.

About your class or group. This section is biographic about your group and is often the last section in the press release. For those readers who appreciate the effort your group has made, they will want to learn more. They may even volunteer to help.