

3 Quick Tips for Writing Press Releases

News and media outlets are often looking for good (and pre-written) content. Sending press releases is a great way to begin (or continue) a relationship with local news reporters.

Here are a few tips for writing good press releases. Following up with a phone call after the release is sent is a good way to ensure it was received and create an opportunity to pitch your story.

1. Prepare to answer the **Who? What? Where? When? Why? and How?** of your news story. These are the key ingredients of a good press release.

2. Use the **Inverted Pyramid Style**: Be sure to include the most important information in the beginning of your press release, with the least important information at the end. Editors who cut copy from a press release or news story for length typically start at the bottom of the page, so make sure the most crucial info is safely up top.

Many definitions of Inverted Pyramid Style can be found, but they generally break into three major categories:

The Lead: Include the most newsworthy, crucial information
Include some if not all of the **Who? What? Where? When? Why? How?**

The Body: Add other important details that help expand the lead, maybe a quote from someone that supports the lead.

The Tail: Here add general information that we could live without: background, related, interesting information.

3. **Follow the formatting** in the examples provided:

- A. Use an all cap PRESS RELEASE heading.
Follow with date. Is it for immediate release or is it embargoed for a future date?
End with your name, phone number and email.

- B. Use a short, snappy headline in BOLD CAPITAL LETTERS.

- C. Using this symbol: ### at the end of your release indicates that there is no more copy or second page. It's the journalist's way to say "The End."