

How to Write a Press Release

Planning Begins Before You Write

While no one can guarantee your release will be published or used for an article, there are things you can do to improve your chances. The biggest obstacle to most press releases is the release itself.

Your release should be:

- **Concise** - editors receive hundreds of releases a week (perhaps more) and appreciate releases that are brief and to the point.
- **Well-written** - a good way to ensure your release a place in the waste basket is poor copy: bad spelling, poor grammar, and illogical or unsubstantiated claims.
- **Factual** - stick to logical and substantiated claims, avoiding statements of belief: we're the best, the cheapest, etc.
- **Honest** - avoid the padded quotes by company officers; even if they are experts, they come across as biased.
- **Timely** - if your release isn't topical, consider incorporating it with a recent news event -- but don't stretch it.

Questions to consider before you write:

- Who is your preferred audience?
- What do you want readers to take away from your release?
- What does your release provide: invaluable information or just another offer?
- What is the support or justification for the information in your release?
- What is the tone of your release?
- Are you aware of possible pitfalls or areas to avoid?
- What do you want to accomplish with your release: increase business, disseminate information, or both?

Does the release's lead (opening) address or answer the basic tenets of journalism:

- who
- what
- when
- where
- why
- how