

Writing a Stellar Press Release: How To

1. **Inform don't promote:** try to think like a reporter and decide what is newsworthy, giving them the basis for a good story. Provide information and not opinion.
2. **Answer Who, What, When and Where upfront:** use the first one or two paragraphs to summarize your news story and provide the key bits of information.
3. **Provide context for your news story:** let the media know why this event is important in the larger scheme of things. Also describe some background information about your business.
4. **Know the publication:** do a little research about the media sources receiving this release. What are they interested in? What kind of stories do they feature?
5. **Provide access to more information:** guide readers to sources of more information about your business and the event. Provide links to websites or information for a contact person.

Don't just believe us check out these links on writing press releases:

- Open Forum "5 Tips for Writing a Good Press Release," by Carey Jones
<http://www.openforum.com/articles/5-tips-for-writing-a-good-press-release>
- Final Draft Communications "Writing a Good Press Release," by Karen Marcus
<http://www.finaldraftcommunications.com/writing-good-press-release/>