

ESSENTIAL CHECK LIST

PRESS RELEASE



HEADLINE

Should be the one killer fact that makes the journalist go 'wow'. It can be repeated in your intro paragraph but elaborated upon. Try and stick to one line as this discipline will force you to be concise.

STAND ALONE PARAGRAPH

This short paragraph style forces you to write very logically, avoid repetition and it makes it easy for the journalist to edit his piece to any length depending on how much they want to use – **THIS IS HOW THEY WRITE.**

If you are issuing an image with your press release, make sure that the person you are quoting here is in the photograph. And for heaven's sake don't embed photos in the press release!

Only close the quotation marks at the end of the final paragraph.

WRAP UP

Information such as price, product/service availability, web address etc. is important but it must be lower down in the release otherwise it will be too sales-style and that will be a huge turn off for the journalist. The journalist may not even include this in their piece, but this is a gentle way to give them the option.

ENDS

The press release/story should always feel like it has come to a natural conclusion and not just stopped in mid-flow.

A press release is a written communication that reports specific but brief information about an event, circumstance, or other happening.

WHAT

Say what it is. This is a **PRESS RELEASE**

DATE: Always date the release with the day you are issuing it, unless you are using an embargo. If you issue your release again a week after your first attempt remember to change the date. No journalist likes a story that is clearly old!

YOUR THIS! WHO, WHAT, WHY, WHERE, WHEN, HOW

CAP UP the first word as this is good news style and shows the journalist you know what you are doing. The intro paragraph should have your clear news hook. Remember you're looking to include what is new, a first, unusual, disruptive, counter intuitive about your story. This is what makes news.

QUOTES

Make sure your quotes sound like a human being speaking and not a robot writing. Try a few quotes out loud to yourself before you hit the keyboard. What do you really want to say? News stories should always be in the perfect tense. Features are in the present tense.

TRUST, ENGAGE

Great method to **build trust** in your brand. It leaves the reporter thinking, "Okay this must be good, other people are saying it is great, not just the person behind the business".

NOTES

This section is known as the boilerplate. This includes useful background information to your business, but it is not vital for your main news story and would slow it down if you include it. Remember when writing your press release 'less is more'.

DON'T FORGET IMAGES