

## How To Write A Press Release

### 1. Identify the Newsworthy Angle:

- Determine the most newsworthy aspect of your announcement. What sets it apart and makes it interesting to the public?

### 2. Craft a Compelling Headline:

- Create a concise and attention-grabbing headline that summarizes the main point of your press release. Make it clear and compelling.

### 3. Write a Strong Lead (First Paragraph):

- The first paragraph, or lead, should provide the essential details. Answer the who, what, when, where, why, and how in a nutshell.

### 4. Develop the Body:

- Use the following paragraphs to expand on the information provided in the lead. Include quotes from key figures for authenticity and to add a human touch.

### 5. Include Relevant Details:

- Add specific details about the event, product, or announcement. Provide background information to give context to the reader.

### 6. Incorporate Quotes:

- Include quotes from relevant individuals, such as company executives or experts. Quotes should add insight, perspective, and personality.

### 7. Include Multimedia Elements:

- If applicable, consider adding multimedia elements like images, videos, or infographics. Visuals can enhance the appeal of your press release.

### 8. Provide Contact Information:

- Include contact information for media inquiries. This typically includes the name, title, phone number, and email address of a spokesperson or media contact person.

### 9. Include Boilerplate Information:

- Add a brief paragraph about your company or organization at the end. This is known as the boilerplate and provides background information about who you are.

#### **10. Use Proper Press Release Format:**

- Follow the standard press release format, including "FOR IMMEDIATE RELEASE" at the top, the headline, dateline, and body of the release. Keep the entire document concise and to the point.

#### **11. Proofread and Edit:**

- Thoroughly proofread your press release for grammatical errors, clarity, and consistency. Ensure that it adheres to the style and tone appropriate for professional communication.

#### **12. Include a Call to Action (CTA):**

- End the press release with a clear call to action, such as directing readers to a website, inviting them to an event, or encouraging them to contact your company for more information.

#### **13. Distribute the Press Release:**

- Once your press release is finalized, distribute it to relevant media outlets, journalists, and any other channels that may be interested in your announcement.

Remember to tailor your press release to your specific audience and keep the information focused and relevant to increase the likelihood of media coverage.