

# On Writing a Press Release

toolbox



*(Release Date)*

FOR IMMEDIATE RELEASE

*(Today's date)*

May 30, 2014

*Name and number of a contact person)*

For more information: Zella Truthtella, We Are the News  
(789) 987-4321

ORGANIZATIONS REACH THOUSANDS THROUGH THE PRESS

*(catchy headline)*

*Zella Truthtella, Head Newsmaker at We Are the News, will offer pointers on writing press releases during a seminar at the Community Conference Center on June 14, 2010. "With this training, organizations will be able to send their messages to thousands of people," Truthtella stated.*

*Truthtella will provide a checklist of elements of a good press release, including the following:*

- ✓ *Follow the newspaper's preferred format: double-spaced, typed, fax/no fax, e-mail—whatever they want.*
- ✓ *Write the press release the way you want them to print it - make it an article that can be readily used.*
- ✓ *Give them an exciting headline—even if they don't use it.*
- ✓ *Use clear short sentences—avoid technical jargon or acronyms.*
- ✓ *Keep it short—preferably one page.*
- ✓ *Use quotes—"Using short, effective quotes from experts lends credence to your topic," noted Truthtella.*
- ✓ *Look professional—print the release on your letterhead. Check, doublecheck and triple-check for typos, name spellings, and dates.*
- ✓ *Develop a relationship with reporters and editors—be a good source to them and they will provide coverage for you.*

*(Key Message)*



*Announcement!*

*(Who, what, when, where and Why)*

*(Background information)*

We Are the News is a non-profit organization that for the last fourteen years has helped community organizations plan for their media future.

#####  
*(Shows end of release)*

