



## Do's and Don'ts of Good Press Release Writing

From Anne the Writer!

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In this day and age with instant news, copious amounts of media (print, broadcast and online) and everyone writing content, it's more and more difficult to get your news heard and placed in the mainstream media. I have always believed (and still do) that a strongly written, concise and (most importantly) newsworthy release can still get the attention of editors and reporters. If your goal is to appear in the top media outlets it's always important to nurture relationships but if you have a good story and a clear pitch that can be expressed clearly in 15 seconds or less, you've got a great start.

There are many do's and don'ts when writing a press release and pitching to the media. Here are a few of my tried and true pieces of advice:

### **Do:**

- Do write a clear headline that fully explains the main point of the story
- Do put the most important facts up front. The first paragraph should have who, what, when, where and why.
- Do put contact information at the very top. Don't make them hunt for it. Basically, make sure you are familiar with proper press release formats.
- Do include a short boilerplate paragraph of your company at the end.
- Do identify the right media for your story.
- Be considerate of deadlines.

### **Don't:**

- Don't go over two pages (one is preferable)
- Don't send attachments...copy and paste the text of your release in the body of the email
- Don't send large photos. Include a comment at the bottom that photos are available on request.
- Don't follow up to ask if the reporter/editor received your release (the kiss of death). Call with additional, valuable information.
- Don't call on deadline.
- Don't send garbage.