

10 Tips for an Effective Press Release

Focus on the Key Message

Make the key message the focal point of the press release and stay focused

Define the Target Audience

Who is the target audience for your key message and what do they need to know?

Audience Action

What should the audience do as a result of your key message?

Consider the Medium

When developing the press release, consider the medium in which it will appear. You may need to develop different press releases for different media.

Media Action Desired

What do you want the press release recipients to do as a result of the message—schedule an interview, attend an event, publish the information?

Keep the Press Release News Centered

Who, what, where, when, and how
Avoid advertisements (and disguised ads)

Use the Inverted Pyramid

Structure the release to put the most important information first

- ▶ The lead (vital information in a nutshell)
- ▶ The body (additional details)
- ▶ Supporting and supplemental materials (other relevant information to support the press release)

Include the Essential Details

- ▶ Release date
- ▶ Media contact at your organization
- ▶ Headline
- ▶ Body of release with the details
- ▶ Company/organization information
- ▶ Relevant supplemental information

Edit the Release

Edit the release and narrow to the key elements.

Distribute the Press Release

When and where should the press release be distributed?
Consider publication deadlines (which may be a week or more before publication)