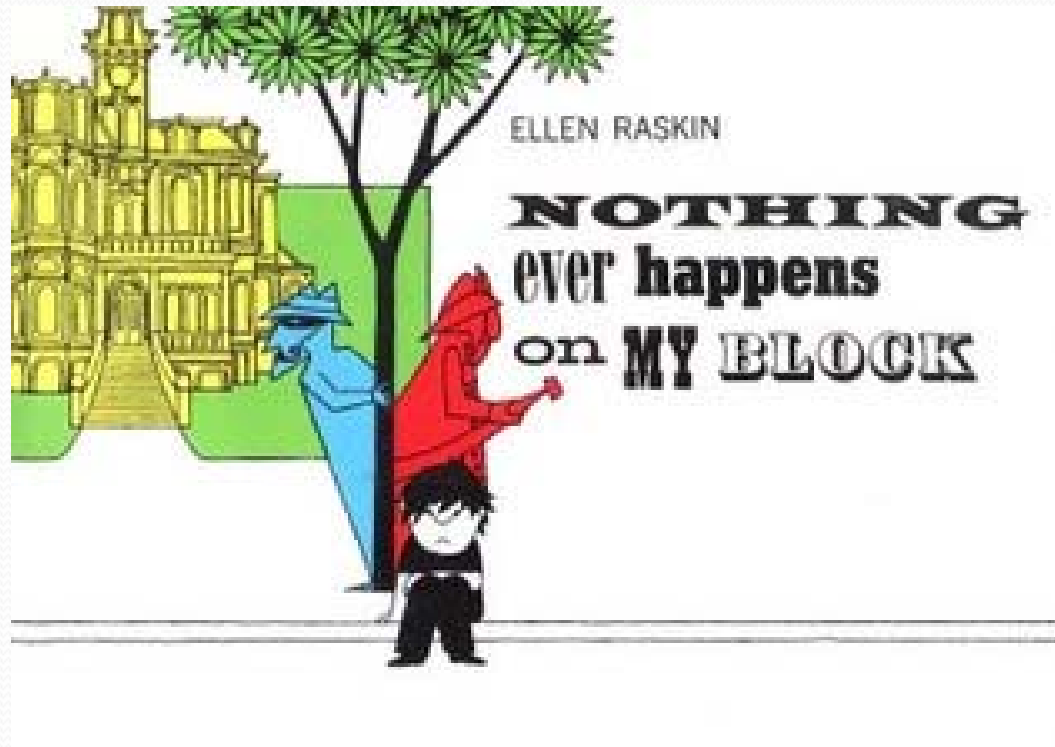# Start the Presses

Using a Press Release to Get Noticed

Presented by Daryl Fischer
Sponsored by UW-Extension

Nothing Ever Happens On My Block

What You'll Be Learning Tonight

- Preparing your press release
- Thinking like a journalist
- Format of a press release
- Distributing your press release
- Sample press releases to review

What is a Press Release?

A notice to the media and/or public regarding an event, occasion, or announcement – such as:

- An open house for a business or organization
- A new hire for a prominent position
- A charitable donation made or received
- A special guest or presentation
- NOT an advertisement

What's the Key Message of Your Press Release?

- Make your key message clear and the focal point of the press release
- Additional information should supplement and support the key message
- Don't get caught up in tangents
- Remember, YOU are controlling the focus of the reader.

Who Are You Trying to Reach?

Have a target audience in mind before you begin writing your press release.

Ask yourself these questions regarding the reader:

- Is this topic interesting/relevant to them?
- How much does the reader know already?
- Is this going to be released to all media outlets and the public, or is it a release for within a company?

What Does Your Audience Gain?

- Are you trying to inform, inspire, entertain?

What is YOUR Objective?

- What do you want your reader to do with this information?

- Are you sharing information about something that has happened, is going to happen, or is happening now?

- Do you want the press/public to attend an upcoming event?

- Do you want an interview regarding the topic to share more information?

- Do you want to let the public know about a good deed your organization was a part of?

Thinking Like A Journalist

- Keep your content NEWS centered
- Make sure your press release answers who, what, where, when, why and how
- Capitalize on current / local events
- Become the news, do NOT advertise
- Use the inverted pyramid system

Put your most important information (answering who, what, where, when, why and how) within the first paragraph

Formatting Your Press Release

Information that is simple to follow, flows well and lets the reader find details easily will get more results

Essential details to include:

- Release date – when can this information be shared?
- Media contact – who does the reader contact for details?
- Headline – don't be afraid to use something catchy
- Body – the text of your release, using inverted pyramid
- Company information – details about the overall company
- Supplemental information – charts, graphs, studies, etc.

Body of Your Release

Discovering the Inverted Pyramid

- The lead – start with the vital information that answers who, what, where, when, why and how
- The body – build your news release with the focus you want by adding additional details
- Supporting materials – information that is more general and may not relate to the focus of this press release

Distribution of Your Press Release

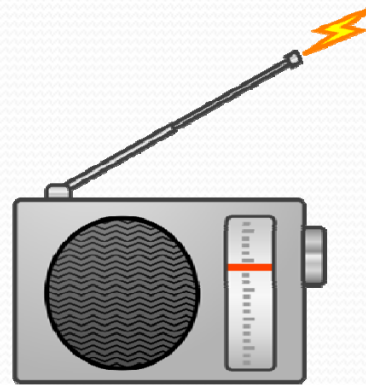Consider the who, what, where, when, why and how

- Who needs to see this?
- When do they need to see it?
- Why do they need to see it?
- What do you want them to do with it?
- Where will this appear?
- How will the reader use it?

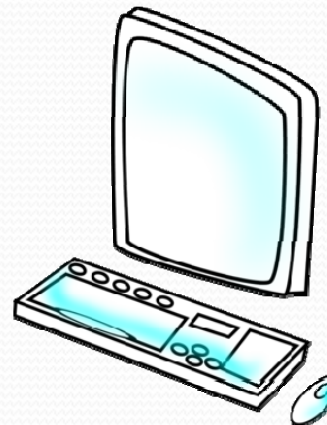# Consider the Medium Getting Your Press Release
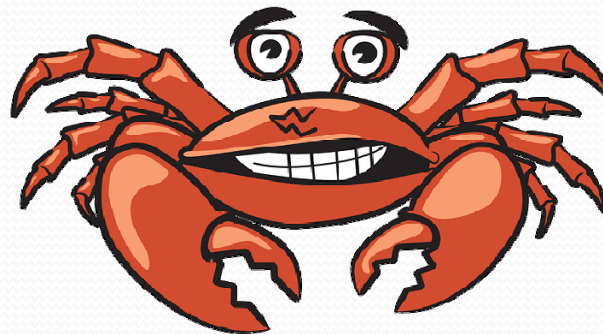
- Print

- TV

- Radio

- Internet

Sample Press Releases

- Example 1 (Mike King)
- Positives / Negatives
- Changes?

- Example 2 (Fashion Show)
  - Positive / Negatives
    - Changes?

- Example 3 (CrabTech)
- Positives / Negatives
- Changes?

Questions?

Thank You

Please take a moment to fill out the
feedback survey.