

Guidelines for writing a press release

To increase the chance of having a story published, make the editors' job easier by presenting the release in a format and style that appeals to them.

Considerations before writing the press release

1. Why the release is being written: to broadcast information, increase business, update target audiences?
2. Who is the audience?
3. Does the press release contain valuable or newsworthy information that will be used by the target audience?
4. Is there a just cause for release the information that you wish to broadcast?
5. What do you want recipients to take away from the press release?

Overall tone and structure of the press release

1. Content - ensure that the release is grammatically correct and doesn't contain any spelling mistakes, errors, and sources are quoted correctly.
2. Concise - keep it punchy and don't use unnecessary flowery language.
3. Factual – only present information that is true, factually correct and doesn't embellish anything.
4. Objectivity - virtually impossible to do, but refrain from using over hyped quotes from sources as they will be presented as being too biased.
5. Timing – make sure you submit a pre-event press release in plenty of time if the purpose is to generate ticket sales. If it details the post-event donation, submit the release as soon as you have your total so it is still topical.