

## 12 Essential Tips to Ensure Your Press Release Makes the News

*Press releases inform people and promote a specific event, product or news. The two key elements are structure and content.*

- Make sure the information is newsworthy, what makes your event unique?
- Tell the audience that the information is intended for them and why they should continue to read it.
- Make sure the first 10 words of your release are effective, as they are the most important.
- The lead of your press release contains the six W's – who, what, where, why, when and how. These six elements form the basis of your story. The rest of the press release expands on these by providing background information and quotes.
- Ask yourself, *"How are people going to relate to this and will they be able to connect?"* Emphasize the people aspect of your story. News is about people and that's what other people are interested in.
- Emphasize how people will benefit from the product or service being promoted.
- Avoid excessive use of adjectives and fancy language.
- Deal with the facts.
- Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, Web site address.
- Make sure you wait until you have something with enough substance to issue a release.
- Make it as easy as possible for media representatives to do their jobs.
- The release should be free of spelling, grammatical, and punctuation errors.

*Provided by PRW & DailyWritingTips.com*