



Writing a Press Release

When a press release comes in, editors look for the following things:

WHAT: Is it an event?

WHEN/WHERE: When and where does it happen?

WHY: Why would our readers want to hear about it?

WHO: Who does it impact?

In the newsroom, they are deluged with press releases every day—make sure yours stands out!

1. Ask yourself whether the readers will think that your release is interesting and newsworthy. Make sure you address those 5 W's listed above.
2. Write a good headline for your release, something a little catchy. Your headline won't be re-used by editors, (they write their own headlines), but it will catch the attention of the editor who's deciding whether your release is worth paying attention to.
3. Format: Keep it simple and sweet.
Start at top with: *For Immediate Release*. Then put your headline.
Start the first paragraph with the date of the release and the place (CALGARY, AB).
End the release with the phone number and e-mail address of a contact person.
4. Structure: Start with the most important information and work your way down to fluffy details.
5. Send the release via fax or e-mail to your contacts.
If you send via e-mail, put the release in body of your email, as attachments are often deleted due to virus fears.
6. Media is under no obligation to print news releases, but if they are interested, they will call you (and when they do, respond as soon as possible, as they are often under a deadline). If your releases are full of good content that is of interest to their readers, you will eventually see results.