Write a Press Release Top Ten

The following are tips from the Green Media Toolshed. A press release should be used to alert the media of breaking news from a press briefing, the publication of a new report, or any newsworthy event that you care to share with the media and public. The idea is to provide the media with a story and enough information to enable the newspaper to print the release as is, or to allow a reporter to write their own story based on your release.

1. **To the Point**
   Write the conclusion first. This will bring out the point of your release quickly. If you save the actual story-worthy point for the end, the reporter may never read it.

2. **Write a Hook**
   Your first sentence or two should catch the reader’s attention. Grab the reader’s attention while simultaneously stating a newsworthy point.

3. **The Facts**
   Include necessary facts.

4. **Conclusion**
   At the conclusion of the release, you can provide information on your organization’s overall mission statement.

5. **Continued on Next Page**
   If your release is more than one page, indicate at the end of a page that the release continues to another page. This will ensure the reporter has the entire document.

6. **Indicate Second Page**
   Use a “slug” on the second or additional pages of a release such as “whaling/page 2” to help keep the release together.

7. **Contact Information**
   Write the release on your organization’s letterhead and provide visible contact information so that it is not buried somewhere in the text. This will make it easy for the reporter to contact you.

8. **The Right Reporter**
   Send your release to reporters who are likely to cover your story. Consider what beat would be interested in your story, e.g. education, sports, environment, etc.

9. **The Right Outlet**
   Consider sending your release to various outlets, including but not limited to radio, television, newspapers, newsletters, magazines, etc.

10. **Learn from Example**
    Read press releases from other organizations and companies. Study how other groups design their releases. Press Releases are often archived and available on organization websites.