Crafting A Press Release

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Press release vs. news release

- What's the difference?
- Controversy over nomenclature
- Informational story with context vs. fact sheet
- Source of release
- Audience

INTRO/LEAD
Include your main point and make it interesting.

ESSENTIALS
Include the essential information to your story.

ADDITIONAL INFO
Include any additional information.

CTA
Tell the reader what to do.

BOILERPLATE
Include your company and contact info.

What's in a name?

Title and Subtitle

Subject and action

Interesting and punchy

Usually what makes people read it

Opening Line: The Ice Breaker

Essential to piquing readers' attention

Introduces subject

Leads into story

2-3 short sentences

Generally no more than 45 words

Second Paragraph

Should give explanation/elaborate on lead

Introduces tone of press release

Clarify key details

Body and Lay Out