WRITE AN EFFECTIVE PRESS RELEASE OR EVENT ANNOUNCEMENT

A. Are You News? (Yes you are) – Provide the reader with something they truly need or want.

B. The Headline is 90% of the News – Make it Short and Direct.

C. Summary First: Just the Facts

- 1. Who? Name of business or organization
- 2. What? Type of event.
- 3. When? Date and Time
- 4. Where? Physical location and Address
- 5. Why? Does it benefit the reader in any way?
- 6. How? Directions, deadlines, ticket info.

General Advice

- Keep it short – One page.
- Include complete contact info
- Spell check and proofread.
- Include pictures
- Use the Standard Press Release Format below:

Standard Press Release Format - Paragraphs do not need to be long

This is not like writing a normal story where you wrap up with a conclusion. Editors read from the top so put your most important info there. **Avoid flowery language**.

FOR IMMEDIATE RELEASE - located on the top left of the page

For Further Information Contact:
Full Name of Contact
E-Mail Address
Direct Phone Number
Website

Headline

City, Country – Date – Introductory Paragraph that answers Who What When Where and so what (what makes it newsworthy). Use this as a basis for creating a FB event.

Paragraph 2 - more information – expands on the first.

Paragraph 3 - includes a quote that is attributed to someone important.

Paragraph 4 - includes more info, maybe another quote.

Paragraph 5 - often includes history and background info about company or organization with a summarizing sentence. Show that you are done by using three number signs on their own line - ###