



Top Ten Tips for Writing a Press Release

1. Brevity. Try to stick to one page. Keep the Press Release short and snappy. The aim is to catch the journalist's attention and leave them wanting to find out more!
2. Always include a line at top stating when copy can be shared: EMBARGOED UNTIL *INSERT DATE OF RELEASE. If not embargoed, say FOR IMMEDIATE RELEASE.
3. Punchy headline. The one you want to see in print!
4. Catchy first line. If they only read one sentence, this is the one that gives the news.
5. Short paragraphs with most important information in top paragraphs. Keep them interested but recognize they may stop reading at any moment.
6. Quotes. Include quotes from your leaders or patrons. This is your chance to put your spokespeople into the story stating your most important points.
7. Ideally journalists want to copy and paste what the press release says – so this is YOUR opportunity to write what you want and know.
8. Any technical pieces and background info can be included in Editor's notes or paragraphs at bottom of release. The text must flow and be easy to read.
9. Include a short final paragraph about your organization with clear identity as a National Alliance or member of the WRA. Cite the one thing you want to be known for.
10. Contacts: make sure you include a lead contact at the top and several contacts at the bottom of the page. Give peoples' titles, email address, landline and mobile numbers, if possible.