

Press Release 101

What is a press release? A press release is a news story, written in third person, that seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service or product.

How is a press release used? Press releases are often sent alone, by e-mail, fax or postal service. They can also be part of a full press kit.

It all starts with the HEADLINE

The headline should highlight the main point of the release. State your most exciting news, finding or announcement in as few words as possible. Also be sure to include the phrase **“For Immediate Release”** at the top.

Introduction / Lead

Start with a bang.

Aim to answer as many of the “Five W’s” in the first sentence - Who, What, Where, When Why.

Source

If you have not already done so, answer the following question: “How Do I Know This?”
The answer will help provide credibility to the release.

Essentials

This includes why the story is significant and perspective.
Use enough supporting material to make your case / point.

Quotes

Quoting people who are “in the know” adds credibility and life to the release.

The Grange

This paragraph is called “boilerplate” - spend a sentence or two describing your Grange and its place in your community.

The End

Sum up the release in a closing sentence.
Then add the word “END” at the close.

Note to the Editor

This is your chance to tell the media where they can obtain accompanying photographs, reports, or other additional information pertinent to the release.

Contact Info

Always include complete contact information including Grange Name, Contact Person, Address, Phone Numbers, E-mail and Website Address.

