

how to write an effective

mediarelease

Send your completed media release in a Word Document with attached photos to inquiry@duluthchamber.com.

Press releases should include the following information:

FOR IMMEDIATE RELEASE

CONTACT: Contact Person's Name & Title
Company Name
Phone Number (business, cell and home)
Fax Number
Email Address
Website URL

HEADLINE

<City>, <State>, <Date> Begin your press release with a short paragraph that provides a quick overview of the news you are reporting and why it is important. The opening should read easily and present your news in an exciting manner. A general audience should want to read more after reading the first paragraph.

The second paragraph explains what will happen or has happened; who cares; why the reader should care; and where one can find it. A quote that gives the release a personal touch and adds credibility to the story is also included in this paragraph.

Additional paragraphs should further summarize the release and include information about why the event is newsworthy. Including more quotes in this section is appropriate. Your text should intrigue the reader to find out more, visit your website, or contact you for more information.

The final paragraph is a summary of your company and what it does. This is a good place to communicate further information about your company to help the reader understand the business of your firm.

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Additional Press Release Tips

Press releases should always be printed on company letterhead. If this is not feasible or if you are sending your release electronically, adding the company logo is essential.

The words “FOR IMMEDIATE RELEASE” should appear in all caps in the upper left hand margin of the page. If, instead, you want the media to release your information on a certain date, write “FOR RELEASE ON (insert date).”

Your headline or title should grab the reader’s attention and should be centered, written in all caps and bold. Use a headline that proclaims the newsworthiness of your release. Keep it short, active and descriptive.

Avoid using industry terminology. If you do use industry specific terminology, provide definitions for terms that are unfamiliar to a general audience.

Page margins should be set to 1-inch. Use a 12-point word-processing font. Paragraphs should be single-spaced and separated by two spaces.

Skip two lines at the end of your release and center the symbols ### or –30– to indicate there is no copy to follow. If your release continues onto additional pages, type “MORE” at the bottom of the first page. Then retype the title and the date on page two.

*****ALL RELEASES SHOULD BE IN A WORD DOCUMENT FORMAT*****