

HOW TO WRITE A PRESS RELEASE

Having a clear, organized and well-written press release makes it more likely to be picked up by the media - getting your organization and events the attention they deserve.

10 TIPS

IMMEDIATE RELEASE:
2016

FOR WRITING A RELEASE
THAT GETS NOTICED

CONTACT: CHRISTINE SCHI
860-280-2356

Connecticut Main Street Communities Receive 2016 National Main Street Accreditation

1. COMPANY INFO

Include your logo, address, website & links to social media accounts you update regularly, such as Facebook or YouTube.

2. CONTACT

Provide the name, phone & email of a contact person who can answer or direct follow up calls from the press.

3. HEADLINE

Make it dynamic yet short so it can be easily tweeted and shared.

4. RELEASE DATE

Determine whether the release can be picked up and made public immediately or is being sent in advance, in which case list an "Embargoed Until" date.

5. BODY

Include relevant facts and info, pre-approved quotes from executives or officials, and where to go for additional info (like ticket sales). Provide hyperlinks where appropriate.

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IMMEDIATE RELEASE:
October 11, 2016

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603-280-2356

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6. BOILERPLATE

After signifying the end of your release content with ###, add some standard language about your organization.

7. DISTRIBUTION

Is your audience local, statewide or national? Choose the appropriate media contacts and use a service like Constant Contact to make sending and tracking metrics easy.

8. SHAREABLE

Include simple share buttons for easy posting and sharing by readers and fans.

9. SOCIAL MEDIA

Alert your networks by creating a compatible social media campaign, posting the release to your own accounts and website. Add corresponding pictures and video as appropriate.

10. ARCHIVE

Keep a copy of the release in electronic and Word format to easily copy & paste text and to keep track of how many releases you write and get picked up. You can also create a template with company and contact info for future releases.



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