[How to Write a Press Release](#)
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Also available on http://goalbustersconsulting.blogspot.com/

A press release, also known as a news release, is simply a written statement distributed to the media. They can announce a range of news items: scheduled events, personnel promotions, awards, news products and services, sales accomplishments, etc. They can also be used in generating a feature story. Reporters are more likely to consider a story idea if they first receive a release. It is a fundamental tool of PR work, one that anyone who's willing to use the proper format can use.

Steps
1. Write the headline. It should be brief, clear and to the point: an ultra-compact version of the press release's key point.

   News release headlines should have a "grabber" to attract readers, i.e., journalists, just as a newspaper headline is meant to grab readers. It may describe the latest achievement of an organization, a recent newsworthy event, a new product or service. For example, "XYZ Co. enters strategic partnership with ABC Co. in India & United States."

   Headlines are written in bold and are typically larger than the press release text. Conventional press release headlines are present-tense and exclude "a" and "the" as well as forms of the verb "to be" in certain contexts.

2. Write the press release body copy. The press release should be written as you want it to appear in a news story.
   Start with the date and city in which the press release is originated. The city may be omitted if it will be confusing, for example if the release is written in New York about events in the company's Chicago division.

   The lead, or first sentence, should grab the reader and say concisely what is happening. The next 1-2 sentences then expand upon the lead. In a fast-paced world, neither journalists nor other readers would read the entire press release if the start of the article didn't generate interest.

3. Communicate the 5 Ws and the H. Who, what, when, where, why, and how. Then consider the points below if pertinent.

   - What is the actual news?
   - Why this is news?
   - The people, products, items, dates and other things related with the news.
   - The purpose behind the news.
   - Your company - the source of this news.

   The length of a press release should be no more than three pages. If you are sending a hard copy, text should be double-spaced.

4. Include information about the company. When a journalist picks up your press release for a story, he/she would logically have to mention the company in the news article. Journalists can then get the company information from this section.

   The title for this section should be - About XYZ_COMPANY
   After the title, use a paragraph or two to describe your company with 5/6 lines each. The text must describe your company, its core business and the business policy. Many businesses

already have a professionally written brochures, presentations, business plans, etc. - that introductory text can be put here.

At the end of this section, point to your website. The link should be the exact and complete URL without any embedding so that, even if this page is printed, the link will be printed as it is. For example: http://www.your_company_website.com. Companies which maintain a separate media page on their websites must point to that URL here. A media page typically has contact information and press kits.

5. Add contact information. If your press release is really newsworthy, journalists would surely like more information or would like to interview key people associated with it.

   Signal the end of the press release with three # symbols, centered directly underneath the last line of the release. This is a journalistic standard.