

HOW TO WRITE A MEDIA RELEASE

Decide why you are writing a press release and determine your focus.

Keep it short and to the point. Usually, press releases are no more than one page.

Print the words "FOR IMMEDIATE RELEASE" in the top left-hand margin in all caps. Follow this line with relevant contact information: name, title, address, phone number, email address.

Create a headline and center it in bold type just above the first line of the body of the press release. Headlines typically highlight the most important, significant or shocking fact in the release.

Create a dateline - the first line of the body of your press release - that includes the city where the release is generated and the date (i.e. Westminster, MD. - January 1, 2011).

Make certain the first paragraph includes all the vital information: the where, when, why, what and who.

Include some tantalizing peripheral details or facts to spark curiosity in following paragraphs. A good press release not only informs but also teases.

Wrap up the last paragraph with a "for additional information" line, a place to find more details. An annual report or a Web site can be great sources of information.

Center these marks, "# # #" at the bottom of the page to indicate the end of your release.