

Writing a Press Release

The humble press release is often an underutilized part of a content strategy.

**A healthy cadence
of well-written PRs can...**

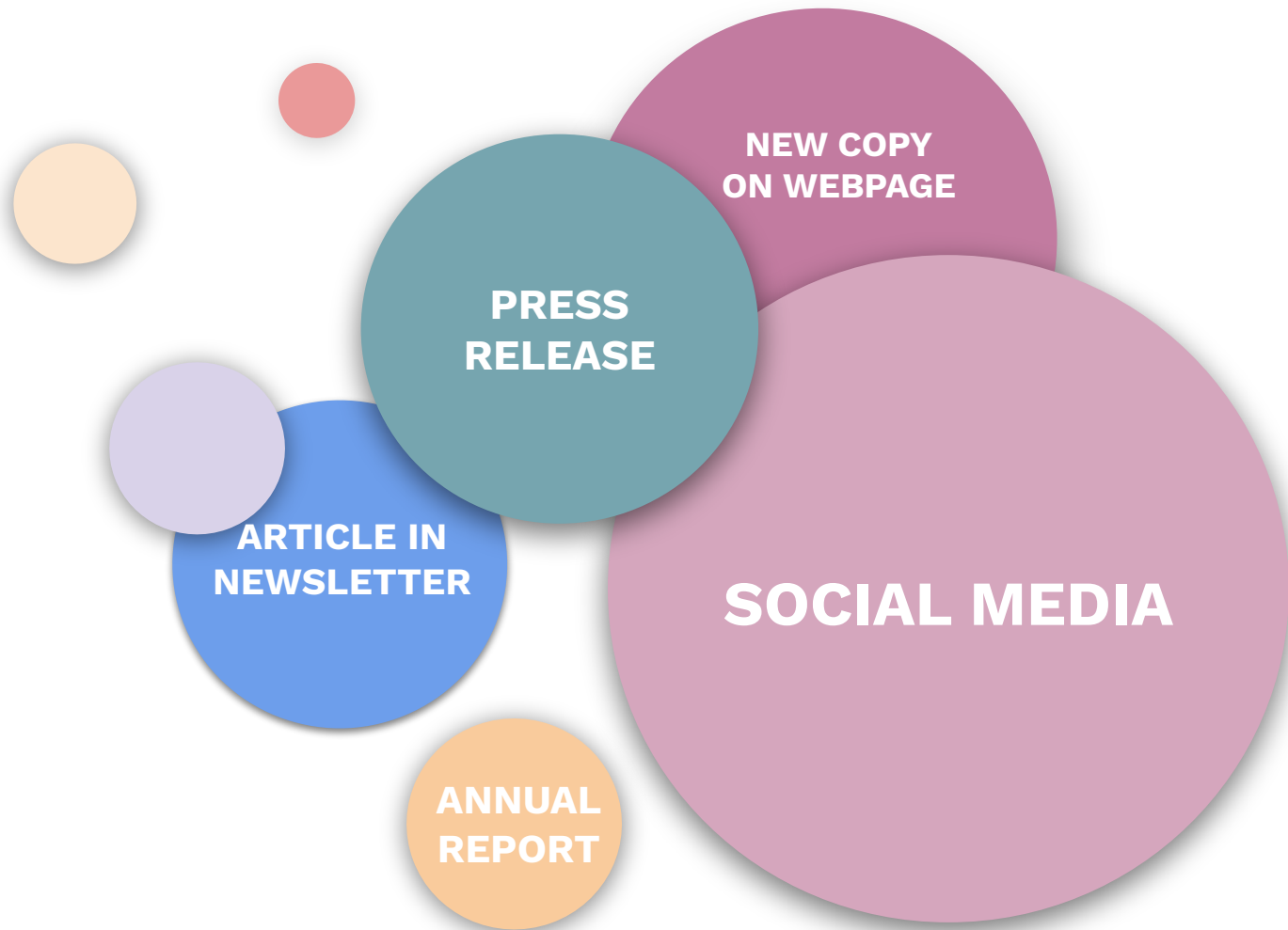
**Create top-of-mind awareness with
local & niche media**

**Boost your SEO and inbound
marketing efforts through
link-building and authority**

**Help you control the narrative
around your events, programs, staff
announcements and awards**

**Create an archive or record of
your association's activities and
accomplishments throughout
the year**

**A press release can and should
be great content YOU can repurpose.**



**If you're not using the same
words over and over again
(adjusting for audience and
accounting for platform/channel)
you're working too hard!**

Writing with media in mind...

News is written with the lede (lead) or most important information first, then background information or supporting information in the order of greater relevance. You don't need to write a conclusion or summary paragraph for a news story. News is written from a neutral point of view; never use us or we. News does not have an opinion.

Elements of a news story

- 1. It's timely (it JUST happened)**
- 2. It's local/relevant/personal for the reader**
- 3. It's impactful (it's newsworthy)**

(news pegs on staff site)

Newsworthy content

- 1. Appeals to the masses**
- 2. Has an emotional element**
- 3. Is related to a trending topic**

Components of a press release

Your Contact Information
In the top-left corner
w/Name, email, and phone

FOR IMMEDIATE RELEASE

Or a date...

HOLD FOR RELEASE UNTIL 6-30-23

An eye catching, high-impact headline

And a subhead that adds context in italics

Workshop multiple ~~titles~~ headlines

Remember those sticky words!

You	New	Free	Want	Imagine	How	Because	Now	Today	Yes
Proven	Fact	How to	Instant	More	Premium	Boost	Overcome	Easy	Discover
Worse	Tired	Struggle	Never	Stop	Undo	Had enough?	Help	Reduce	Alert
P.S.	Win	Fix	Forever	Save	Unlock	Need	Insider	Exclusive	Value
Better	Suddenly	Discount	Sale	Special	Compare	Surefire	Last minute	Quick start	Bonus
Essential	Genuine	It's here	Quality	Highest	Lowest	Improved	Simple	Powerful	Remember

(if you get stuck, try some AI help...)

3-4 short paragraphs

In an inverted-pyramid style

**Most important info first.
Who? What? Where? When?**

WHY WHY WHY = Impact/emotion

**Include all the details a writer would
need to craft a compelling story...
including a juicy quote or two**

End with a boilerplate about the organization/program and the most relevant web link for the press release

###

The Elements of Style

<https://www.bartleby.com/141/>

<https://vimeo.com/33410512>

Remove all unnecessary words

“Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word tell.”

Active voice = less words + more clarity

https://owl.purdue.edu/owl/general_writing/academic_writing/active_and_passive_voice/active_versus_passive_voice.html

One idea at a time

- The average American is considered to have a readability level equivalent to a 7th/8th grader. - The Literacy Project
- A good sentence is one idea.
- A good paragraph is one idea.
- Don't cram in unnecessary information that is obvious, ancillary, or unnecessary. Information overload is real.

Good writing is efficient and lean.

With practice you can create exciting content across all your channels and platforms!

Thanks for coming!
See you in the Teams channel!