



A press release can be one of your best promotional tools. Newspaper editors know that press releases are a necessary evil. Every editor wants to find a good story and it could be in your release. Your release can be looked as a "pre-written" article and that is good news for the editor who doesn't have enough time to do their job. If nothing more, they need to fill all the space in their paper not dedicated to advertising. They want to find something of value in your release, but they have to find it quickly or they won't find it at all.

1. A news release must be NEWS.
2. Make it urgent. Put a date on it and in big letters across the top: FOR IMMEDIATE RELEASE. Write attention-getting headlines and copy for all your releases. Your release must be news worthy and you'll need to hook the editor right away. Build the press release around your product or event.
3. Keep the press release short. Try never to go over a page.
4. Play up the local angle if there is one. Local stories about hometown heroes are still in vogue. Features departments are always looking for the right material for popular slice-of-life stories.
5. Newspapers exist primarily to sell advertising. They sell advertising with a strong readership. Your press release must have value to their readers. This is their advertising base. Offer important information, unique opportunities for the community, free advice, and other reasons for the editor to include your release.
6. Find an angle and hook the editor. Your release should be filled with facts without being boring. Make each release your best writing. Write tight and use strong verbs and nouns. Eliminate passive writing and get rid of adjectives, adverbs and ambiguous words.
7. If the goal of the press release is an interview, then present your basics into one paragraph. Once you get the interview you can elaborate and tell the entire story.
8. Less is the word in what to include in your cover letter. It sounds stark, but editors don't have time for much more. Include in 4 short sentences what the story is about, what benefit it will be to the readers, your contact information and an invitation to read the enclosed press release.
9. Know your target. Consider carefully where to send your release. Know if your information is better suited to business, sports, health or some place else. Get to know your local paper and who covers what.
10. Write your press releases in third person and quote yourself. Make sure the lines count and can be used as sound bites.

11. Don't send a release out the day before an event and expect it to receive coverage. You can always send out another release as the event draws closer. Know the paper's deadlines. Newspapers will typically have special sections for shopping, health, business, and other topics that are in addition to their regular content.

12. Always include the name and phone number of key contact people (no more than two), the page number (if there are multiple pages) and the release date. For Immediate Release or Please Hold Until (specific date)

13. Make sure to note where additional information such as photos can be found.

14. If you are mailing a release (most prefer email) Use 8 1/2"x 11" paper with large margins for the editor to make notes. All releases should be single sided with standard fonts. Fold the release so the headline and date are the first thing seen when the editor opens the envelope.

15. End your releases with "####" or "-30-" typed across the center of the page, three lines below the end of your text. If a release has greater than one page, type "-more-", centered at the bottom of the pages preceding the final page.

16. Create a media pipeline and make sure to update it every six months because people do come and go and you want to send it to the right person. Make sure to call and confirm the staff has not changed.

21. A press release should clearly convey the following:

- **Who** it is about
- **What** they have done/are doing
- **Where** this took place or is taking place
- **When** things happened / will be happening
- **Why** this matters

50States.com            <http://www.50states.com/news>  
Radio Locator            <http://www.radio-locator.com>  
Newslink                 <http://newslink.org/stattele.html> (TV)  
                                 <http://newslink.org/mag.html> (Magazines)  
Free Distribution        <https://prowly.com/magazine/press-release-submission-sites/#free-sites>

How to Write a Press Release <http://bit.ly/3XyUeHn>            (Hubspot)  
How to Write a Press Release <http://bit.ly/3WC9Lop>            (Semrush)

Free Marketing Courses        <https://www.hubspot.com/resources/courses>

Market by national day or event. <https://nationaldaycalendar.com>