

The secret to writing press releases...and getting them published

Press release writing is a common and effective communication tool used to generate press coverage but in order for the media to pick it up, it needs to meet the needs of the media outlet. Media receive hundreds of press releases every day but here's what you can do to help get your press release published:

Ensure your press release is well written

In order to see your release printed, it must be well written and contain information that makes your story engaging, has a solid news angle and grabs the media's attention.

Consider using the Five W theory (What, Who, When, Where and Why) in order to keep your information straight to the point. What are you writing about? Who are you writing the press release for? When are you releasing the information? Where is your event or business located? Why do you want people to know and why should they care? If you are able to answer these questions when drafting your press release it will help streamline your information and allow the press release to flow more easily.

Appropriate distribution

It is important to distribute press releases appropriately by learning the industry and following a few guidelines. Reporters work to deadlines so doing some research to determine when their deadlines are and then meeting them are incredibly important. It is also important not to send the same press release over and over again. If the media did not pick up the release the first time, there is a reason for it. Perhaps the news angle didn't meet their needs or there wasn't enough information provided. Try re-vamping the release by changing the angle in order to really grab the media's attention.

Keep in mind that when sending a press release, you want to make it as easy as possible for the editor and news staff to review and determine whether or not it's newsworthy. Instead of attaching a Word document, copy and paste your press release right into the body of your email and create a headline that will engage the reader. Including your contact information at the end of your press release will also allow the media to contact you for further information or photo opportunities if need be.

By following these few tips and being conscious of what the media look for will help you reach your goal of receiving press coverage.

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