



## Kinetic How 2 Guides: Writing a Press Release

A press release is a statement prepared for distribution to the media. It is an accurate and clear description about something that has happened or is going to happen. The journalist will decide whether to use the press release or not.

Depending on the publication, website, television, or radio station, a journalist can get anything from ten to 1,000 press releases every day. Therefore, it is important to write about something that the journalist and their audience will find new and interesting.

Here, we give you a few quick and easy tips for writing a press release that will get picked up by a journalist and used by them.

### Top Tips To Structure Your Story

- **Headline:** write a brief, clear and short headline, which catches the attention of the reader. Publications employ sub-editors to come up with the catchy headlines so don't try to be too clever. Your headline has to sell the story, not make a joke.
- **First Paragraph:** give a short summary of the story. Remember the five W's: Who, What, When, Where and Why and also How. The first paragraph shouldn't be longer than one or two sentences. It is important that the journalists can see what your story is about in this first paragraph as, often, this is all they will read before making the decision about whether to keep it.
- **Main Body:** give the main story and more details - who your news will affect and how. Make sure you include the name of your company and any relevant products or services - but don't make it all about you. A good story is something that people want to read not something you want to say. If you can, you should use a quote from somebody who is relevant to the story - your own representative and someone who can give credibility or third party endorsement. It makes a press release more personal and interesting.
- **Ends:** make sure you include a word count as this can help journalists assess whether your story fits in the available space on a page. Also, include your name and your contact details at the end of the press release so that the journalist can call if they require more information.



## Kinetic How 2 Guides: Writing a Press Release

### Stories Sell

- Write the press release in an objective way. Avoid jargon and passive sentences. Confine opinion to quotes and make sure that anything outside of quotes is fact and written in the third person.
- Keep it short and simple and don't use more than 400 words unless you really feel the story needs it. A good press release is short, accurate and clear. There is a limit to the amount of space in any publication or time on radio/TV. It's not paid for advertising which generates income for the media.
- Include a picture. It can tell a thousand words. Caption the picture correctly - including getting any people featured in the right order. Don't make the common mistake of sending pictures to radio stations though.
- Include notes to the editor. This is where you can put any extra information the journalist may need but which is not news-worthy - facts and figures, websites, sources.