

## HOW TO WRITE A PRESS RELEASE

The key to a good press release is to answer these five questions: Who? What? When? Where? Why?

1. Who: This can be a person, an organization, a business or other entity that is putting on the event or is the subject of the press release.
2. What: Describe the event or occasion. A festival? A lecture? An open house? An award? Personnel changes?
3. When: Beginning time and/or time range of the event or occasion; day(s) of the event; calendar date(s) of the event; or in the case of an award or other type of news, timeframe for when the newsworthy thing occurred or will occur.
4. Where: The physical location of the event or occasion. Include the physical address to make it easier for people to find you. Lots of people use GPS devices these days.
5. Why: Purpose of the event or the award or the change in personnel or whatever the news is. Maybe you are putting on a fundraiser that benefits another group; or the award your company is receiving is one of five given out in the country; or someone retired and others in the company were promoted to new positions as a result.

The information listed above should be in the top part of your press release where it can be found easily, but you may add supporting information as well. Company history, biographical information on speakers, background of the award, are some of the kinds of supporting information you might want to include.

Include a contact person or phone number or email where the news organization can obtain clarifications or somehow resolve any questions about the content in the press release. Make it clear what contact information is for the public and what is only for the news organization's use.

Also think about including photographs. Most news outlets can handle jpg or png photos. It's a good idea to send a high resolution photo as an attachment, rather than a Web version, especially in the case of newspapers. High res photos are necessary for print. Include caption information, especially identifications if individual people are identifiable, and who took or owns the photo. Make sure you have permission to publish from the person who owns the photo if it doesn't belong to you or your organization or company. Copyright infringement is serious business in publishing, and media companies have become more cautious about such things. If ownership is not clear, the media company most likely will not use the photo.