

Getting Your Press Release Read

You are competing with everyone else who send press releases. Make it easy for the reporter to pick you.

The basics:

- Use short sentences. Use “everyday” language.
- Keep first paragraph short. Be brief throughout but cover the important points.
- Use descriptive language and proper grammar. Avoid jargon.
- Highlight the positives.
- Use the 5 Ws and H. (See Writing Press Release)
- Be objective and accurate. Avoid opinions.
- If including photos of students get release signed
- Double-check the spelling of people’s names and phone numbers.
- Type “end” at the end.
- Proofread, proofread, and proofread.

Format:

- Always type (double space if you can).
- No more than 2 pages – one is preferred. If you do have two pages be sure to write “MORE” at the bottom of page one.
- Use 8 1/2 x 11 paper
- At the top of the page, put the name of the school, address, phone number, contact person, and the date the release was sent.

Delivery:

- If the story is important, call ahead and tell the reporter the release is on the way.
Then follow up with a call.
- Give as much notice as possible. About two weeks is best.
- Send a “reminder” the week of the event.

