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## Format: Press Release

This format has been used for decades, journalists are used to it, and even if they don't use it exactly as you have sent it, they'll be able to get in touch with you if they need you.

### Some basics:

- Use third person (unlike your advertising which should be second person)
- Do not use exclamation points – they are the punctuation of PR amateurs
- Be sure to answer the 5 Ws – Who, What, When, Where and Why
- Include facts, but not opinions unless the news you are reporting is an opinion and is designated as such
- Make your headline POP – it needs to be attention grabbing
- Always include your contact information and a release date (Usually "For Immediate Release")
- Make it short and sweet and to the point – if possible, fewer than 500 words. Remember – the less said, the more read.
- No attachments. If you have a photo or another attachment you want the journalist to use, you can note its availability – see template

## Template -----

*This template has been set up for e-mail delivery. Replace highlights with your own information. In the subject line, use:*

**For Immediate Release: **Headline****

*In the body of the email:*

**FOR IMMEDIATE RELEASE: (date)**

CONTACT: (your name, email address, website address and phone)

PHOTO (or other addition) available by request

### **Headline**

*Be creative and keep it to one sentence. Capitalize the first letter of all words but do not use all upper case letters.*



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### **First Paragraph**

**(Your Location – City and State in Bold)** Your introductory paragraph should grab attention and include the information most relevant to your message. This is a good place for your 5 Ws. This paragraph should summarize your entire release so that, if it was the only part that gets printed or broadcast, it will give your entire message. If possible, include a hook so the audience will want to read more.

### **Subsequent Paragraphs**

Here is where you can expand on your first paragraph with more detailed important information. Include a quote or two from the person you are trying to highlight (you!) if appropriate.

Finish up with a summary of the key points of your press release.

If you really want to look like a pro, then end with three hash marks which signify the end of the release:

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Then include your contact information once again:

Name

Phone

Fax

Cell

email

website