

CHECK

before you write

1. What is the story?
2. Check again, stay cool: Is it noteworthy - is it news?
3. For whom is it noteworthy? What is the intended audience?
4. Focus on one point!
5. What are the most important facts the audience should know?
6. Why do you want to spread the news?
7. The goal of the press release? In which case will it be called a success?

WRITING THE PRESS RELEASE

Answer the most important questions

The Headline and mail re

tells the story in simple words. Grab the attention!

First paragraph

tells the story with the most important facts

Next paragraphs

tell the background or illustrate the story briefly.
Give the most impressive quote you have.

Further material (important!)

Contact information

where to find additional information, and whom to ask questions

What else can you offer? Pictures? Video footage? Sound? People for a story?

