

Tips to Make Your News Release Effective

- **Make it newsworthy.** Make sure the subject is current and of interest to local readers, listeners or viewers.
- **Think local angle.** Provide the local angle in your release. Include information or statistics that indicate the value or importance of the issue to your local area.
- **Your headline should say it all.** Write a short, factual headline that summarizes the key point of the release.
- **Write short and simple.** Know what the key point of your news release is and make that the subject of the first paragraph. Use simple sentences, short paragraphs and common words.
- **Avoid technical terms.** If you do use them, be sure it's in a part of the story where you have the space to define or explain them.
- **Write in newspaper style.** State the most important information at the beginning and progress to the least important at the end.
- **Quotes count.** Include a quote from your CEO, board chair or resident expert. The quote should be short and summarize the facts of your story, not repeat what you have already said. Make the quote your second or third paragraph.
- **Provide photographs.** Most prefer to receive electronic photos and image files in either JPG or TIF format, at a resolution high enough for publication quality—generally, no lower than 300 dpi (dots per inch).
- **Provide vital information.** Include your name, telephone number, e-mail address and release date. The release date is the date it arrives on an editor's desk—otherwise it is already old news when the editor sees it.
- **Appearances count.** Your release should be neat in appearance, double-spaced, with clean margins and space at the top and bottom with no typographical or spelling errors.