

# HOW TO WRITE AN EFFECTIVE PRESS RELEASE

Immediate Release:  
Date

Contact: Name  
Phone number  
Email address

## Your Compelling Headline Goes Here

Your City – The most important information in your press release should be in the lead. In the first paragraph, the journalist should be able to determine what the story is. This lead paragraph should draw the reader in.

Each subsequent paragraph should add to the lead paragraph, making it come to life. Include statistics, examples or more information to illustrate the story.

Make sure that when you're writing a press release, that your information is newsworthy, timely and written in a way that appeals to the media. Think about the way that a news story is written. The most important information is first, followed by details that fill in the gaps for the reader.

Press releases should be like inverted pyramids with the more compelling information first, followed by the more detailed information.

“Quotes provide the first expert, as well as defined opinion on the topic.”...

There are also ways to make your press release more searchable on the Web. If you imbed links to relevant information, then this will allow your press release to be picked up more readily by search engines. Additionally, post any press release you have to your organization's blog to encourage others to read it.

Other tips to writing an effective press release include:

- Try to keep the press release to one page, if possible.
- Avoid passive voice.
- Stay away from industry jargon.
- Be concise and don't use overtly exaggerated words to describe something.

### About Your Organization

A press release usually ends with a boilerplate. A boilerplate is a short paragraph that best summarizes who you are and your mission as an organization or chapter. The paragraph should remain constant throughout all media information. The number signs below indicate to a journalist that the press release is finished.

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### Here are some suggestions of good sample press releases:

- Medicare Bill Gives Victory to Social Workers  
[www.socialworkers.org/pressroom/2008/071708.asp](http://www.socialworkers.org/pressroom/2008/071708.asp)
- NASW Hails Supreme Court Decision Protecting Victims of Child Rape and Overturning Louisiana Death Penalty for Child Rape:  
[www.socialworkers.org/pressroom/2008/062508.asp](http://www.socialworkers.org/pressroom/2008/062508.asp)
- Musical Alternative for the Superbowl?  
[www.artsjournal.com/sandow/2005/01/a\\_really\\_good\\_press\\_release.html](http://www.artsjournal.com/sandow/2005/01/a_really_good_press_release.html)