

## Press Release 101

What is a press release? A press release is a simple and inexpensive method for marketing your business. It is a one to two page document presenting information about your business or organization.

### **Basic content**

contact information

release date

headline

body (including response information)

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### **Press release should be newsworthy, not advertising.**

- opening, expansion, or move
- new products or services
- hiring or promotion of staff
- community activities/support of local charities
- awards or other recognition
- election or appointment to a board of directors
- company anniversary milestone
- special event sponsored by business (open house, guest speaker, etc.)

### **Guidelines for Writing & Sending**

- Keep it simple–use short, clear, direct sentences.
- Include the five W's: who, what, where, when, and why.
- Make sure all information is included in the body–name of event, location, phone number for more details, etc.
- Do not send flyers, newsletters, or lists – editors will not “hunt” for the information.
- Opinions and interpretations may be presented as quotations.
- End release with a “boilerplate” paragraph about the company or organization.
- Releases are cut from the bottom up, so most important information goes in first paragraph.

- E-mail is preferred method followed by typed (double-spaced) and faxed.
- Use “bcc” feature when e-mailing to multiple addresses.
- Use a descriptive subject line for e-mail.
- Avoid huge, decorative letterheads, fancy fonts, multiple colors, ALL CAPS, underlines, bold, italics.
- Text should be in body of e-mail and/or attached as Word document.
- Don’t embed graphics in documents, attach JPG’s.
- Don’t use page breaks, headers, or footers–“run-on” copy is best.
- Don’t send press release multiple times.
- Send one press release per e-mail.
- Photos must be sharp images with high contrast, minimum resolution of 150 dpi (preferred resolution is 300 dpi).
- Accompany photo with full names of people shown, place, purpose of event, name of person who took the photo.

### **Where do you send your press release?**

New Jersey Press Association [www.njpa.org](http://www.njpa.org) (all daily and weekly New Jersey newspapers with contact information)

- Publications specific to your business
- Trade association publications
- Chamber of Commerce publications
- Alumni publications
- Client mailings

**Press or Media Kit:** Organized collection of materials of interest to the media.

- Put items in presentation folder
- brochure or flyer
- company or organization profile
- bio of key staff
- previous publicity–copies of other articles
- one-page fact sheet about specific event
- other articles with supporting information
- glossy photo

### **What’s Next?**

- Make reprints of published articles & use for marketing
- Develop a relationship with local reporter or editor
- Become an “expert” – letters to the editor, Op-Ed essays, articles & columns
- Keep your press kit up-to-date