

# business

Action checklist

# *insight*

## WRITING A PRESS RELEASE

1. Focus on creating a **news story** which will suit the publication you are targeting.
2. Create an interesting **headline** which will encourage the journalist to read the whole release.
3. Include all the key points of the story in a brief **opening paragraph**.
4. Continue with **additional paragraphs** providing more information, in order of importance.
5. Keep the entire piece **short**, typically at most 300 words, using short sentences and paragraphs of at most 60 words.
6. Include your **contact details** in case the journalist needs further information.
7. If necessary, add more detailed **background information** in a separate 'note to editors'.
8. Write in the **style** of the publication, avoiding inappropriate jargon.
9. Consider including **quotations** to add colour to the article.
10. Print the release on **letterhead paper**, with 'PRESS RELEASE' across the top of the page.
11. Use **double spaced** lines and wide margins to make the text easy to edit.

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12. If possible, include an interesting and relevant **picture**; check what kind of print or transparency the publication needs.
13. **Check** your spelling and any factual information.
14. **Review** whether the piece is interesting, in the right style, and could be cut at the end of any paragraph and published without further editing.

## *Do's & Don'ts*

### Do:

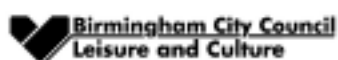
- write a story the publication will **want to use**
- put all the essentials in the **opening paragraph**
- write in the **style** of the publication
- use a press release **format**
- include **contact details**

### Don't:

- allow any part of the piece to become too **long**
- use inappropriate language or **jargon**
- send the release without **checking** it

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