

The Main Things To Consider When Writing Press Releases

Letterhead

Create a company letterhead for the press release. Use either standard letter (8" x 11") or legal (8" x 14") paper for the purpose. The name of the organization, address, telephone number, fax and e-mail should be clearly visible at the top left of the letterhead. The words "Press Release" should be located at the top right. Ensure the name and contact information (address, telephone / fax number and e-mail address) of the person dealing with the press release, are also included. This gives journalists a specific contact point, if requiring further details.

Content and Structure

A conspicuous headline should catch the attention of the reader. It must present a stimulating idea, in appropriate language, which encourages the reader to continue with the remainder of the piece. The first subheading of your press release, if necessary, should follow. Give more information designed to hold the interest and encourage a desire to read further. However, don't reveal all the interesting information at this stage.

The Body of the Press Release

The main part of your writing should contain a brief synopsis of the topic. Use short, clear, snappy sentences that are easy to comprehend. Build up the attention-grabbing features of your piece to a thrilling climax. Finish off with quotes from people who have encountered products or services. This adds trustworthiness and corroborates claims. Generally, "###", indicates to journalists the end of the release. If your release is longer than one page, write "MORE" at the bottom of the first page, and repeat the title and date on the second page.

Conclusion

Constructing a press release is not as complicated as it may sound. Most press releases are at most two pages long. Standard press release format is appropriate for virtually any purpose. It is crucial to have a striking, eye-catching headline. Focus on facts and be succinct when detailing product advantages. Also avoid using unoriginal phrases to generate interest; if anything, they are likely to have the opposite effect. A well-presented, attention-grabbing press release is far more likely to be noticed by the media, and to have the desired effect on the audience at which it is directed.

Source: <http://www.articlecircle.com>

About the Author

Andy Edwards is a freelance researcher and writer specialising in consumer, finance and business subjects. For further information and a definition of [press release](#) see dictionary.co.uk, the People's Dictionary which aims to track the change in the English language – and allows you to be part of it. Dictionary.co.uk is owned by ValueClick, one of the world's largest online marketing firms.