

FOR IMMEDIATE RELEASE

Media Contact:

Business Owner first and last name

Business Name, Your City or Neighborhood

Office phone number/Business Owner cell phone

**Your Business Name Learns How to Write a Press Release Using This Press Release**  
*Topics Could Include Earth Day, Special Events; Recently Completed Projects; New Hires and Other Media-Worthy Topics*

**YOUR TOWN, Your State Abbreviation, Date** — Your Business Name, the fastest growing or other descriptive phrase, today announced aspiring public relations professionals have received simple instructions from E.H. Anderson Public Relations on how to write a press release.

The aspiring PR pros requested the instructions in an effort to get more local media coverage of special events and other newsworthy developments at at Your Business Name.

“Press releases can be intimidating if you have never written one before,” said Your Name, Business Name owner in Your location. “But now that I have written a few, it’s really easy and a great tool to communicate my message to the media.”

To write a press release, include the following:

- For Immediate Release at the top of the first page is a must.
- For press releases that are two pages, the media contact information must be listed at the top of the first page and the bottom of the last page.
- Headline should be in bold, upper and lower case and include a subheading in italics.
- Dateline includes CITY, State, Date, and a dash before the lead sentence.
- The lead sentence sums up the story in one sentence. The headline and lead sentence should tell the story.
- Subsequent paragraphs include relevant information that supports the lead sentence –who, what, where, when, why and how. Examples include benefits, differentiating qualities, specifics such as date, time and location.
- If you can hook your news into the current events or what’s hot in the news now (local, national or international) do it. Examples include the economy, technology, environment, or the latest statistics on a hot topic, such as senior care. Cite relevant government quotes and/or use quotes from official transcripts to bolster your argument.
- Quotes should convey emotion rather than fact.
- About Business Name, Your location is basic information in paragraph form about your business and product or service. This paragraph, known as a boilerplate, should conclude each and every release you send out. Update it as necessary. An example is included at the end of this press release.

Press releases can be emailed or faxed, depending on the reporter’s preference. Within 24 hours of distributing the press release, company name owners should call each reporter to provide at least one additional detail about the announcement not included in the release, answer any questions, and ask if the reporter will cover their story.

Reporters appreciate a well-written press release because it contains all relevant information about a story in one document. Press releases should be preferably one page, no more than two pages.

**-more-** is written at the bottom of page 1 if press release is more than one page

In some cases, print reporters will use the press release quote word for word, which is fine. Broadcast reporters will use the press release as background information, and may want to interview Your Business owner/spokesperson on camera. If that's the case, simply restate the quote that is in your press release.

#### About E.H. Anderson Public Relations

Founded in June 2002 in Waco, Texas, E.H. Anderson PR offers editorial services and video production that increase brand awareness, generate leads and strengthens credibility. The agency's principals have 50+ years of newsroom experience. For more information visit [www.ehandersonpr.com](http://www.ehandersonpr.com)

#### Media Contact:

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(these three symbols signals the end of the press release)

#### Press Release Formatting Suggestions

- Always use white, 8 ½ x 11 paper.
- Use Arial or Times Roman font.
- Use a minimum of one-inch margins on each side of the page.
- Single space between lines; double space between paragraphs. No indentions.
- Justify your body text.
- Capitalize the first letter of all words in the headline (with the exception of: a, an, the, or prepositions such as: of, to, or from). People are trained to read a combination of upper and lower case words and phrases.
- Bulleted lists catch a reporter's attention. The easier and quicker it is to read, the more likely the reporter is to read it and cover your story.
- Use only one side of each sheet of paper.

#### How to Write a Press Release and Common Mistakes

Understand Subject Matter – before you sit down to write a press release, make sure you have a complete understanding of the subject matter about which you are writing.

Keep it Simple Stupid (KISS) – Craft your words in a way that a 10 year old understands what you are saying in your press release. Do not use fluffy language or wild claims. Also do not use an abundance of exclamation marks. Get to the point as succinctly and straightforward as possible.

Acronyms – always spell out the acronym on the first reference – even if it is as common as cardiopulmonary resuscitation (CPR).

Grammatical Errors – Even the best writers occasionally miss grammatical errors and typos. Proof read, edit and reproof your press release. Always print off your press release and proofread, due to the fact that it is easier to catch mistakes when looking at it off of the computer. Always spell-check too.

Lack of Content – Always make sure that you answer all of the “W” questions: who, what, when, where, why and how to ensure a complete press release. Do not say the same thing twice in a press release.

Press Releases that Scream BUY ME! (or for a service, USE US!) – A good press release informs the media. A good news story is one that affects a lot of people. If your press release screams BUY ME! (in other words, if it's more of an advertisement than an informative public relations piece) then rework the release to make it have a news hook or news angle that affects lots of people.