How to Write a Press Release

Here are the basic rules you should follow when preparing and sending out a press release:
* Write it only when you have the news that you want to offer fast to a big number of media
* Write it in the same format and structure as a news article. Often media will publish it as it is, without further editing.
* Write in third person. Example: a release issued by the MISA would say: —MISA today announced a project to improve gender coverage in media.
* Have a catchy headline. Do not be legalistic – try to be intriguing.
* Use the pyramid form: the title and the first paragraph should tell the main news. Other important information is in the second, and a quote in the third paragraph.
* End with a blurb about the organization issuing the release.
* In the first paragraph, answer the five —W questions: Who, What, When, Where, and Why/How?
* Add a quote by your organization’s director, chief researcher, donor, or a respectable third party which validates the project
* Use double spacing and do not write more then two pages
* Enclose fact sheets and backgrounders for background, additional information
* Your release should have dateline, strong headline, and your contacts (name, phone, email) for those who would like to get further information or an interview
* Use simple, understandable language, not academic or bureaucratic jargon.
* Write in short sentences, similar to these we have here.
* After you send out the release, make a round of calls to the reporters. Ask if they got it, if they understand it, and if they need additional information. Do not ask if they will publish it.