Press Release Design Guide

Purpose

Press Releases are the cornerstone of any publicity program. Press releases need to be well-written with solid and precise information. The purpose of this tool is to help you write an effective press release that captures the key messages, establishes credibility and above all is relevant and interesting to the reader.

Structure

**Contact Information**

In the upper-left corner of the press release, include the name, telephone number and e-mail address of the media contact person within your company.

**For Immediate Release**

In the upper-left corner, below the contact information, add in the line: **For Immediate Release**

**Press Release Title/ Headline**

Provide a catchy headline that tells the whole story and will earn the attention of a reporter who has to wade through hundreds of press releases each day. Keep the headline brief and ensure it communicates that your release contains news or information appropriate to your target readership.

**Dateline**

LOCATION (Add in the location from where you are sending the release, or where the campaign is taking place)

DATE (Add in the date of the press release launch)

Example: **Los Angeles, December 15, 20XX –** ABC Company announced today…

**Body**

Tip: *To ensure that the important information stands out clearly, press releases are written in inverted-pyramid form. The most important information should be at the top, in the first one or two paragraphs. Each subsequent paragraph contains less-important information, until you reach the least significant material at the end of the story. Remember: news releases are written in a form that helps reporters spot the vital information.*

Example:

**Location, Date –** [Enter Your Company Name], [Enter Positioning Statement], announced today that [Enter Client Name] has deployed your solution. Provide additional information regarding their business challenges, and how your solution was selected to resolve those challenges. *Remember:* Do not be too “salesy”; this will turn off reporters. The purpose of the lead paragraph is to present the essential facts that make your story newsworthy. This is not a positioning statement (Positioning statements belong in promotional materials). Again, this section (the lead) will contain the most important material: who, when, where, why, what and how.

“Insert a quote from the customer that demonstrates your understanding of their needs, the expertise of your staff, and the solid delivery of your solution,” says Demand Metric Research Analyst, Jesse Hopps. “Ensure you provide the client’s name and title to add more credibility and make it ‘real-world.’ Have them specifically state what business benefits they derived as a result of working with your organization and implementing your solution. *Note:* The quote should not repeat the information that was used in the lead. The quote should add to the material, it should have substance, facts and should be interesting.”

Provide a brief description of how this client is one of the ‘20,000’ companies of all sizes, industries and geographies that comprise your client base as of [enter date].

Provide a recap of the features and benefits of your solution in a bulleted list that can easily be scanned by those who do not want to read the entire article.

You may choose to provide some more background information about your client, your company and the industry.

**About [Enter Client Name]**

This is commonly referred to as the boilerplate. Insert client’s company description. The description should be about one paragraph, and it should include the company's name, when it was founded and by whom, and the general business of the company. Awards and accomplishments can be included. The last sentence of the "About" section should direct the reader to the company's website and media contact for more information.

**About [Enter Your Name]**

This is commonly referred to as the boilerplate. Insert your company description. The description should be about a paragraph, and it should include the company's name, when it was founded and by whom, and the general business of the company. Awards and accomplishments can be included. The last sentence of the "About" section should direct the reader to the company's website and media contact for more information.

Additional Press Release Writing Tips

Press releases should be no more than two pages. If the press release is longer than one page, each page should end with a completed paragraph, and “MORE” typed three times across the bottom of the page. The last page of the press release should end with the numerals “-30-“or “###” typed across the bottom.

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