

What is a press release?

Used For: A press release is a written form of communication used to announce something newsworthy and exciting to members of the media (newspapers, magazines, radio stations, online media, television stations, etc.).

Description: A press release announces news, is written in a journalistic style and is objective. It is not written like a marketing or advertising piece.

Distribution: Typically a news release is emailed to assignment editors and journalists. Depending on the size of the community where you live, do research online to find the contact information for the assignment editor (or the general news email address) at both big city and smaller community newspapers. You might also find the name of a “metro” or “city” editor at the newspaper. In addition, conduct online research for the contact information of the assignment editor or general news email address at local television stations such as ABC, CBS, FOX, NBC, cable television news channels, community access television channels and radio stations.

Press release writing tips:

- Press releases should be newsworthy, timely and topical.
- Press releases need to have a headline, a dateline (city, state), date (month, day and year), a quote, and a contact name and phone/email at the end.
- The first paragraph should answer these questions: Who? What? Where? When? Why?
- Make sure you have at least one quote. If you are writing the quote for someone, you must make sure that the person approves the quote before you distribute the press release. When you quote someone, use first and last name, title and name of organization.
- Try to keep the press release short – preferably one page in length.
- The body of the press release should follow the format of the "inverted pyramid," which illustrates how the text should be prioritized and structured. Most news stories are written in this style. It means that the most important information is at the top (or the beginning) and the least important information is at the bottom.
- If you have a photo, you can send it with the press release to journalists but make sure to identify all people (left to right) in the photo. If the photo is not high-resolution and of a good quality, a newspaper or website will probably not use it.
- Press releases usually have a "boiler plate" at the end to describe your organization.
- Double check spelling and grammar before distribution.

SAMPLE PRESS RELEASE



LADIES ANCIENT ORDER OF HIBERNIANS DONATES 10,000 BOXES OF FOOD TO ALBANY FOOD BANK

CITY, STATE—Date XX, 2015—Today the Ladies Ancient Order of Hibernians, Inc. (LAOH) XYZ Division 5 in AnyCity, New York, announced that it had recently donated 10,000 boxes of food to the ABC Food Bank in Albany. The LAOH collected the food throughout the month of June in memory of the Irish Potato Famine, and delivered the donation on July 7.

“We are extremely grateful to the LAOH for donating much-needed food to the ABC Food Bank. Without the support of organizations like the LAOH we wouldn’t be able to feed the thousands of people in the tri-state area who rely on ABC Food Bank on a regular basis,” said Sally Smith, president of ABC Food Pantry.

“To commemorate the Great Famine, when 1 million Irish people died of starvation between 1845 and 1952, the sisters of LAOH Division 5 organized a food drive and collected 10,000 boxes of food for the hungry in our community,” said Mary Jones, president of LAOH XYZ Division 5. “During these tough economic times, hunger is a growing problem and we were eager to support the food bank in its mission to help eradicate hunger in our region.”

ABC Food Bank helps to feed the poor and hungry in the Capital District. Last year, ABC Food Bank provided 20 million total pounds of food to 500 agencies in 10 counties.

About the Ladies Ancient Order of Hibernians Inc.

The Ancient Order of Hibernians in America, Inc. was organized in New York City in 1836. The Ladies Ancient Order of Hibernians was organized in Omaha, Nebraska, in 1894 as the Daughters of Erin. In 2004, we officially became the Ladies Ancient Order of Hibernians Inc. (LAOH). Our constitution states that the intent and purpose of the LAOH is to promote friendship, unity and Christian charity, to foster and sustain loyalty to the Roman Catholic Church and to the United States of America among its members, to aid and advance by all legitimate means the aspirations and endeavors of the Irish people for complete and absolute independence, and to foster the ideals and perpetuate the history and traditions of the Irish people and to promote Irish culture.

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For more information contact:
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Interview Tips

- Be punctual.
- Make sure you have contact information in the event of a delay or cancellation.
- Relax! Your body language, facial expressions and personality will be interpreted as well as the content of your interview.
- Consider the interview a formal presentation even if you are in a casual setting.
- Listen carefully to each question and take your time answering.
- Nothing is off the record. Anything you say can be quoted or used in the news story. Don't use the term "off the record" and then say something that is controversial or damaging. The reporter will remember it for the future.
- The interview is over when you have hung up the phone or walked away from the reporter – not before!

Additional tips for a broadcast interview

- Do not look into the camera; focus on the interviewer.
- Use interviewer's name in answers.
- Relaxed posture and facial expressions are essential.
- If there is a pause or silence, do not feel obligated to fill the void with "over information."