How to write a press release

Webinar: Aug 26, 2020

5W+1H

Your press release should answer the 5W's and 1H:

- **W**ho are you trying to attract with your press release?
- **W**hy should they care about your news?
- **W**hat is the main point you're trying to get across?
- **W**hen is your news/event happening?
- **W**here is your news/event happening?
- **H**ow is your news/event transpiring?

1 Grab a Sticky Note

Write a phrase that sums up your main point and stick it on the corner of your computer screen. Everything you write should support it.

2 Nail It

You reader should be able to walk away from your press release after reading the first sentence and have a good idea what it's about.

3 Keep It Simple

Your first paragraph should be about three sentences. Stay away from complicated language. Choose short and sweet.

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