

# News Release Writing

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## News Releases

- ◀ Significant event
- ◀ About organization
- ◀ About person
- ◀ You represent
- ◀ Distributed to media
- ◀ Hope media will share
- ◀ PR = no control on usage or placement

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## News Releases

- ◀ PR tells organization's side of the story
- ◀ Journalists want objective information
- ◀ PR must paint organization in the best light possible

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### “The Best Light”

- ⌞ PR pro is NOT a cheerleader
- ⌞ PR pro is NOT a “yes person”
- ⌞ PR pro = objective, balanced approach
- ⌞ NO FLUFF

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### NEWS Releases Include:

- ⌞ Hard news
- ⌞ Legitimate news
- ⌞ Newsworthy news

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### News Presentation Style

Inverted Pyramid



- ⌞ Most important info
- ⌞ 2<sup>nd</sup> most important
- ⌞ 3<sup>rd</sup> most important
- ⌞ 4<sup>th</sup> most important
- ⌞ 5<sup>th</sup> most important
- ⌞ Least important info

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The Essentials

- ◀ Who?
- ◀ What?
- ◀ When?
- ◀ Where?
- ◀ Why?
- ◀ How?

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The Essentials

- ◀ News leads answer some or all of the essentials

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News Leads

- ◀ Direct
- ◀ Indirect/delayed

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### Types of News Stories

- ◀ Personnel
- ◀ Award
- ◀ Special event
- ◀ Survey results
- ◀ Report findings
- ◀ Poll or study
- ◀ Position on issue
- ◀ Program or project
- ◀ Product announcement
- ◀ Business announcement

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### News Release Writing Facts:

- ◀ NEWS release, not PRESS release
- ◀ Interest of a media outlet's readers, viewers or listeners
- ◀ 75 percent of news in the media comes from news releases
- ◀ Write well – 9<sup>th</sup> grade level
- ◀ Format correctly

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### News Value

- ◀ Impact
- ◀ Localization
- ◀ Timeliness
- ◀ Length
- ◀ Objectivity

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### News Release Format

- Organization's letterhead
- Contact information
- Embargo
- Headline
- Lead with dateline
- Supporting details in paragraphs
- Boiler plate
- End mark

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### News Release Types

- Announcement
- Spot news
- Response release
- Feature release
- Bad news

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### News Release Do's and Don'ts

<ul style="list-style-type: none"><li>Do:<ul style="list-style-type: none"><li>Newsworthy</li><li>Stick to facts</li><li>Catchy headline</li><li>Compelling</li><li>Write clearly</li><li>S-V-O</li><li>Quotes from experts</li><li>Cite sources</li></ul></li></ul>	<ul style="list-style-type: none"><li>Don'ts:<ul style="list-style-type: none"><li>Fluff</li><li>Long headlines</li><li>Long sentences</li><li>Jargon</li><li>Flowery adjectives</li><li>Make it a commercial</li><li>Complicated language</li></ul></li></ul>
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## News Release Checklist

- ⌘ Lead: direct and to the point?
- ⌘ Answer 5 w's and how?
- ⌘ Short sentences, paragraphs?
- ⌘ Written at 9<sup>th</sup> grade level?
- ⌘ Quotes approved?
- ⌘ Names spelled correctly?
- ⌘ Use Associated Press style?
- ⌘ Inverted pyramid style?

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## Checklist (continued)

- ⌘ Check spelling?
- ⌘ Check spelling without spell check?
- ⌘ Check punctuation
- ⌘ Double check all the facts?
- ⌘ Dated? Release time indicated?
- ⌘ Contact information?
- ⌘ **PROOFREAD!**

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## How Some Releases Work...

Research report ⌘ news release

News release ⌘ media coverage

Coverage ⌘ editorial

Editorial ⌘ Government hearings

Hearings ⌘ Legislation

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Questions?

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