

The Press Release

Communications & Media

A news story written for someone who will not read past line two.

Include

- Headline stating the news plainly
- Lead: what, who, why it matters
- A quote that adds information
- Facts, figures and their sources
- Named contact and available images

Avoid

- Adjectives doing the work of facts
- A quote that repeats the headline
- Burying the news in paragraph five
- Jargon nobody outside uses
- Embargoes with no reason to exist

THE DIFFERENCE THAT MATTERS

Write the story a reporter would want to read, not the announcement you were handed.

The test is simple: would a reporter with no interest in you run this? If not, no distribution list will change that.