REPORTERS
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HOW TO WRITE A PRESS RELEASE FOR SECONDARY SCHOOL TEACHERS

A GUIDE 2023

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1. *INTRODUCTION*

Today every single business or institution may already have its own website and social media channels like Facebook,Twitter or Instagram but if you're looking for more exposure, writing a press release is a great way to get it. They are an old-school way of getting publicity, but they can still work quite well.

A press release is essentially one page of news that follows a traditional outline. It should be between 200 and 500 words and it should always answer these questions: WHO, SHY, WHAT, WHEN and HOW.

2. *TYPES OF PRESS RELEASES*

A press release is a written document aimed at announcing something that is newsworthy in the most objective way posible. There are many different types of press releases, each with their own format and rules:

1. *[Breaking News](...)*: *This is the most common type of press release. News outlets always want to be the first to cover a breaking story and no matter what story is, but it's the hook in your story that will get your press release noticed.*

2. *[Product Launches](...)*: *The product launch type of press release is valuable to get the word out and drive sales for new offerings. It should emphasize the product's specs, pricing, availability, and many other details that may be valuable to consumers.*

3. *Events*: Event press releases can give reporters something timely and relevant to publish. They are also a great way to promote your event and get more attendees. When writing a press release for events , make sure to clearly explain the details. Use bullet points or a list to highlight the who, what, when and where for readers to easily comprehend.

4. *Grand Openings*: Whether you opened up a new office, relocated, or are opening for the first time, announce the details with a grand opening press release. Don't forget to include the date and location the grand opening will be held, who is involved and how the grand opening is being celebrated.

5. _Mergers and Acquisitions_: If your Company is undergoing an organizational change remarkable enough to write a press release, you can use it to inform current and future stakeholders about the growth and trajectory of a Company.

6. _New Partnerships_: A press release announcing new partnerships is a mutually beneficial marketing tactic. If you want to successfully execute this type of press release, make sure to:

- _Write an overview of each Company_
- _Explain why the partnership was created_
- _Include who is benefiting from the partnership_
- _Add any extra details for current and future partners_

7. [Rebranding](): Rebranding is often a challenge for business both big and small. Customers may end up confused if their brands change identity overnight. A press release announcing your rebrand can help ease the transition into this new phase of your business. When writing a press release for you rebrand, include:

- *What the changes are*
- *Why the changes are taking place*
- *How it affects your customers*
- *When the changes fo into effect*
- *Quotes from leadership*

8. _Executive promotions_: At bigger companies, executive promotions and new hires are considered big news. A press release may include biographical information to establish their credibility along with a photo and other pertinent details.

9. _Awards_: Announcements about industry awards can help solidify the company's reputation as an expert in the space. A press release for award nominations should include:

- Why your company was chosen
- Details about the award itself
- Information about the ceremony (if there is one)

3. *BENEFITS OF PRESS RELEASES*

1. _Affordable Cost_: The cost of a press release is much more affordable than all other advertising and publicity activities.
2. _Communicating with Target Audience_: Press releases offer an effective way of reaching your target audience.
3. _Advertisement Value_: Print and online media sustain their presence through ads and relations with advertisers. The main difference between a press release and other advertisement processes is the fact that a press release costs less.
4. _Search Engine Optimization and Recognition_: Press release copy, created by considering Search Engine Optimization criteria, helps you to appear in online searches. The level of coverage you get with your press releases in online news sites has a significant effect on your recognition in search engines.

5. *[Reliability](), Image and Reputation: With more news stories featured in the press, your brand recognition and reputation improve and your image is affected positively.*

6. *[Branding](): As the news stories featured in newspapers, magazines, news sites, blogs and social media have a positive impact on your reliability, image and reputation, they also help you to be recognized in your industry and business circles and create a positive perception within the organization as well. Branding, a process that nearly every individual, institution or organization aspires to achieve, gains momentum with your media communications.*

7. *Public Disclosure*: *Press releases enriched with research results and quotes by experts are used as a means of public disclosure.*

8. *Return*: *In order for a press release that promotes brand recognition to achieve its goal, all processes including creation and distribution could be accurately managed.*

9. *Visibility*: *Press releases increase the visibility of your brand in the media.*

10. *Sustainability*: *Sustainability is key in advertising, publicity and public relations activities. Press releases offer the opportunity to sustain these activities at affordable prices.*

4. PRESS RELEASE STRUCTURE

If you are building a press release on your own, remember that there is a standard, expected format for press releases. These are the elements of a standard press release:

A. Headline
B. Subtitle
C. Dateline
D. Body
E. Quote
F. Copany info (Boilerplate)

A. *HEADLINE*

This is the most important feature and you must write a short and eye-catching headline. You only have one like to work with so choose words carefully to make your headline captivating. Your headline needs to communicate the essence of what follows at a glance.

Here are some tips to make your headline stand out:

- *Use numbers where you can. Numbers always help to Paint a more complete and compelling mental picture for the reader*

- *Think of your Press Release as your company's or organization's newspaper. You have the same task as a newspaper headline writer and you know from your own experience what kind of format gets your attention. Use the same structures, shortcuts and phrasing in your press release headlines.*

- *Use of tenses. In the world of headline writing, a certain degree of flexibility is allowed when it comes to the tenses used. However, you may have noticed that things that happened in the past take the present tense, so the past tense is out. If you are talking about the future activities or planned events, the simple use of "to" takes the reader into the future.*

- *Leave your name out of headlines (when posible). Save the precios headline space for other info . The press release is about your message, not about you.*

Take your time to create the right headline!! *Whether your press release will be read or pushed aside may depend on it.*

B. SUBTITLE

To further capture the reader's attention, a strong subtitle after the headline is needed. This is one-sentence summarizes the press release's content in a single sentence that supports the heading and gives the audience a taste of the content to follow encouraging them to read until the end.

C. DATELINE

Typically at the introduction of the main body of text, the dateline communicates basic info like the date and location of the announcement. The dateline always contains the name of the city in capitals, with the state being optional.

D. BODY

Use multiple paragraphs and bullet points if you need to.

Your introduction or first paragraph should provide answers to the most important questions (where, what, when, who, and why).

For the second paragraph, you could include more information to establish credibility and support the details you've written in the prior paragraph. Depending on your topic, you could include statistics, research, and other sources.

E. QUOTE

Some press releases include quotes since they provide a different perspective and act as a n added value for readers. They can also help in shaping the narrative or granting clarity. However, don't just put random quotes. It's best if the quote comes from someone in authority in your Company. This can help lend credence as long as they are directly involved with the project.

F. COMPANY INFO (BOILERPLATE)

Complete your release with a strong but succint boilerplate. The boilerplate is the section of your press release where you give your company background, any applicable awards won, or anything of particular note. Link this to the press kit so journalist can access potos, logos, etc. Also, provide the direct contact details from which they can get more information or direct questions.

At the bottom of the press release, it is common to include three ### symbols or "--30--" to signify the end.

When sending a press release, include in the upper left corner when you want to publish the news. Two common options are:

1. "FOR IMMEDIATE RELEASE", if you want the story to g olive right away.

2. "HOLD FOR RELEASE UNTIL ...", if you don't want the story made public yet. Be sure to include the date when sending.

5. A PRESS RELEASE SAMPLE

EVENT PRESS RELEASE

Contact Information:
[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:
[Date]

LOGO

FOR IMMEDIATE RELEASE

[{Organization/Person} Presents {Event Name/Description}]

[CITY, STATE] — [Lede: {Organization/Person} will present {Event Name} at {Location} on {Date}, featuring {highlights, performers, guests, etc.}]

[Why and details: Start with why it's newsworthy] {Organization/Person} proudly presents {Event Name} for {the event's 20th anniversary, the first time, etc.] {Event Name} will feature {describe attractive highlights of the event}.

[Details: Include pricing, ticket prices, and where to get tickets.]

[Quote from critics, guest, performer, prior attendees, or others]

[Boilerplate about the organization/person/event/lead performer(s) . ...

ONLINE RESOURCES

https://blog.hubspot.com/marketing/press-release-template-ht

https://prlab.co/blog/how-to-write-a-press-release-guide-with-templates/

https://www.shopify.com/in/blog/how-to-write-a-press-release

https://www.forbes.com/sites/robertwynne/2016/06/13/how-to-write-a-press-release/

http://www.cision.com/us/2015/04/10-knock-their-socks-off-press-release-headline-writing-tips/

https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/press-releases/main

https://www.peppercontent.io/blog/press-release-guide/

https://en.b2press.com/library/250/10-benefits-of-press-release-distribution

https://www.getguru.com/templates/press-release