

## **How to Write and Send Press Release**

1. Have a powerful/interesting headline/title.
2. Mention the date on which the release is written/disseminated. This can be done on top of the page or before you begin the text of the release.
3. Follow the structure of news story. A press release should read like news story. The news story is written in 'inverted pyramid' structure. In the inverted pyramid structure, the most important/interesting details come on the top, followed by additional details. The least important details come at the bottom. Begin a press release by answering what, when, where, who, why and how (5 W+1 H), followed by other details.  
(If your press release reads like a news story, you are also helping the journalist do her/his job. As a result, your chance of being published increases because s/he then needs to work less.)
4. As in news story, use quotes of people involved. You could use quotes of the head of your organization, affected people, beneficiaries/right holders, witnesses etc. Quotes are what people concerned have to say about the incident or issue. Generally use one to two quotes.
5. Provide name and contact number of your staff who will give the reporter/journalist additional information if s/he wants. Give mobile number if possible. This is very important because the journalist might want to know more than what is contained in the press release before s/he can make a story out of it.
6. Avoid jargons and being too technical. If the journalist does not understand what you are writing, s/he will not use it. Also, remember you are writing for general audience.
7. Normally, do not write more than one page. You should go for more than one page only if really required.
8. If you want to send out additional information, resource etc that you think might be useful to the journalists, attach it separately with the press release.
9. You can attach few photos with the press release if you think necessary or useful.
10. On certain occasions, you might write and send press release beforehand but want it to be reported on a certain date in the future. Such press release is called embargoed press release— that is, the media is requested not to report the story until a specified time. In that case, mention the date/occasion when it has to be released.
11. Remember, there is nothing hard and fast about writing press release. But stick to the basics mentioned here.

### **Sending out Press Release**

1. Use fax to send out press release. It is better to call just before you fax. This is because sometimes no one might attend to the fax unless you inform/request.
2. Call the media concerned to confirm if the fax was received and is readable. Do this even if you have called just before faxing.
3. Email the press release. If possible, cc it to the reporter who looks after the issue/sector. For example, if the press release is about health and you know the journalist who writes on health issues in the media concerned, cc it to her/him. You can even call her/him to inform that a press release has been sent. But never rely only on email.