



Writing and Sending Your News Release

THE BASICS

Part 1: Editorial

Write your release in a crisp, clear style

■ Your writing should begin with the fundamental basics of good journalism: who, what, when, where, why or how.

■ Try to lead the first paragraph with a strong quote from one of the persons involved with the story.

■ Write short sentences. Figure that your release should be five or six brief paragraphs.

■ Take note of any recent news or news story that involves your expertise and enterprise. By using a new peg – as editors call it – you connect your release to the mix of stories being read concerning that recent news or event.

■ While you write, refer to the Associated Press Stylebook and to “The Elements of Style.”

■ Always use a dateline – the city and state of the release – and have at the bottom of the release the same city and state. (An address is not needed.)

■ Identify each person with full name and title. Lower case titles – unless clearly a proper noun. (Note that upon second reference, in news stories, it is often “the president” or “the pope”; not capital Ps.) And upon reference, simply write the last name of the person without an honorific (Mr., Mrs., Miss).

■ Remember that the release should not be about you first; it should be “news-you-can-use” of practical and immediate value and information to the editor or producer – for the reader or the viewer. It should be something where the average reader can learn a new fact. Explain what you do simply; assume that the reader does not know your industry very well.

■ Review your previous news releases and others’ releases in the system.

Part 2: Technical

Send your release via NewsReleaseWire.com [ExpertClick.com]

- Limit your headline to between 50 and 62 characters, including spaces. This allows your keywords to be part of the search display.
- Always enter at least 300 words of text in the news release.
- When entering the copy onto the release form, make sure you have converted your text to plain text – to ensure you do not enter corrupted code.
- Always include a graphic (square is best). You can

also link to a video. In fact, you can also link to your book title. (However, this graphic step in the process is not required.)

- Be sure to include the appropriate links to the story; your contact info is autopopulated by the News Release Wire system.

- If you wish, enter your news release text at Google Keyword Tool to find out what Google thinks about your text.

<https://adwords.google.com/select/KeywordToolExternal>

- Link to several of your subpages within your website.

- Provide an opt-in box for readers to receive a regular e-mail from you.

Part 3: Include Links, Other Media

Examples of features that make your news releases go further

Check the following releases to learn about using HTML, e-mail opt-in, video, PDF hosting, framing of outside content, membership icons to make your releases work harder for you:

- Ed Poll's news release with his HTML e-newsletter
www.NRWIRE.com/31911
- Deborah King's news release with opt-in for her e-mail newsletter
www.NRWIRE.com/31912

- Release that displays YouTube videos of a Mitchell Davis speech ("Speak, Train, Coach or Consult")
www.NRWIRE.com/30926
- Release with an Adobe PDF from the web
www.NRWIRE.com/31165
- Release framing a web site where the news is
www.NRWIRE.com/31618
- Web site showing the free icons members can pick up from their "Manage Releases" area and can share on their website:
www.promotioninmotion.net/pressreleasepage.html
- Portable benefits for News Release Wire members
www.NRWIRE.com/31814

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