

Basics of writing press releases - Get in the habit

One of the best ways to advocate for the arts and for your students is to share stories about what is happening in and out of the art room.

Here are some things to keep in mind when writing a press release and publishing content.

- Identify the strong lead ‘story’ behind what is happening, make sure it is ‘newsworthy.’ Answer the ‘who, what, why, where, and how.’
- Use quotes to advance critical ideas in the story.
- Provide a photo relevant to the story, if available.
- Choose how your release will be delivered to your audience (newspaper, postcard/letter, email, blog/rss feed, social media sites, or on a website).
- Write/format the text appropriately for the type of news release (i.e. newspaper, blog, Facebook, Twitter, and/or website, etc). This includes optimizing text for online delivery, archiving, and searches. This can be done by including the name of the organization as the first words in the headline as well as key words. Make sure to include links to relevant websites and any other online references or photos in the text.
- Use concise language, scrutinize for proper grammar (ask someone to help you proof read for errors). Consider using the Associated Press Stylebook, 2010.
- Provide: release time (‘for immediate release’ or include specified date(s) and times); headline; date(s); and a contact name and email or phone number for follow up inquiries. [note: avoid embedding email links in text (might trigger email spam filters)]
- Use formatting basics for digital delivery (single space, double space between paragraphs), or for newspaper (double spaced, printed on one side of a sheet with “-MORE--” at the bottom of each text page and “###” or “-END-” at the end of the text on the last page (if the story is more than one page). Also, include a slug at the top of each subsequent page with the name of the organization or release and the corresponding page numbers.
- Distribute release(s) in a timely manner.

Citation:

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