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STRUCTURING
YOUR PRESS
RELEASE FOR
MORE EFFECTIVE
STORYTELLING

Our Reporter Hat



- More than 5,000 press releases are issued a day
- Reporters get roughly 100 pitches daily via e-mail

All The Noise



According to Cision, journalists still rely on PR professionals for press releases, story leads, and increasingly, multimedia to support their stories.

Today's Agenda

01

Seeking Out Your Story:
Is This News Or Is This Marketing Collateral?

Putting Fingers To Keyboard:
Elements All Reporters Want in a Press Release



02

Identifying Your Audience and Speaking Their Language
Different News Calls for Different Vernacular

04



Avoiding the 'Ish marketing language, clichés and jargon

03



Seeking Out Your Story

Questions to ask when someone calls and says “we need a press release!”

1. Is this news? Yes or No



2. Would this appeal to a wide audience? Yes or No



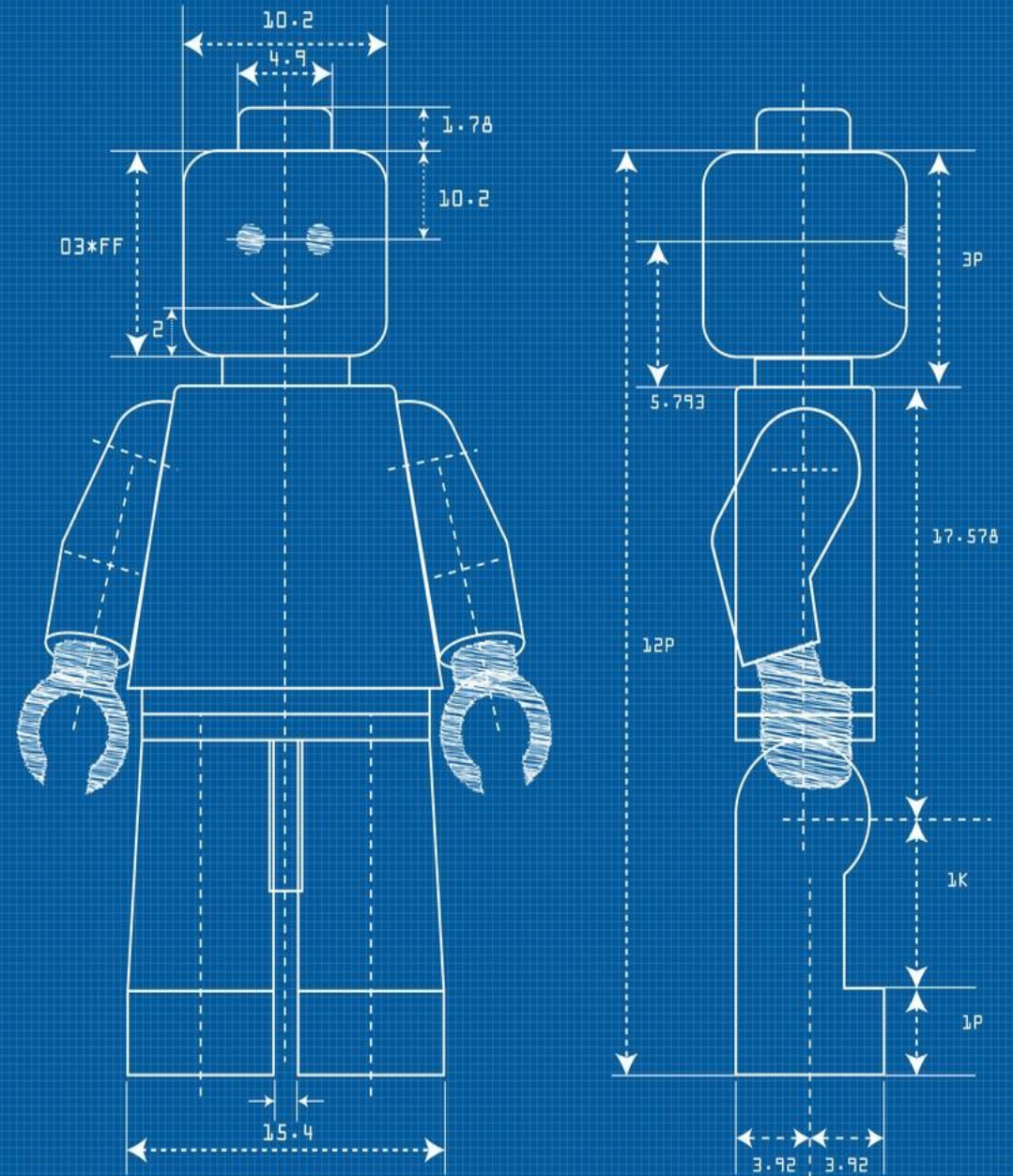
Seeking Out Your Story

A close-up photograph of a person's hands holding a newspaper. The newspaper is slightly out of focus, showing some text and a small image. The background is blurred, suggesting an indoor setting like a library or newsstand. A semi-transparent white box is overlaid on the right side of the image, containing a list of four bullet points.

- Would the headline capture attention?
- Do the 5 W's (and sometimes a H) exist – Who, What, Where, When, Why (and How)?
- Do I have a spokesperson or third-party validator?
- Can I develop additional assets (video, photography, etc.) that can support my announcement?

Plan Your Writing

- Know your audience
 - Who are they?
 - What are their priorities, interest and concerns?
- Define your key messages
 - What do I want the audience to know/feel/do?
- Outline before you write
- Edit your writing for ideas, style and mechanics
 - Did I make a clear case for why the reader should care?
 - Are the key messages and call to action clear?
 - Are there any questions in the mind of the reader that I did not address?
 - How can I refine my language? Are there words that can be eliminated/replaced?
 - Did I avoid clichés and corporate-speak?
 - Did I follow the basic rules of grammar, spelling and punctuation?



Identifying Your Audience



- “Traditional” Media
- New Media / Influencers
- Investors
- Search Engines
- Consumers

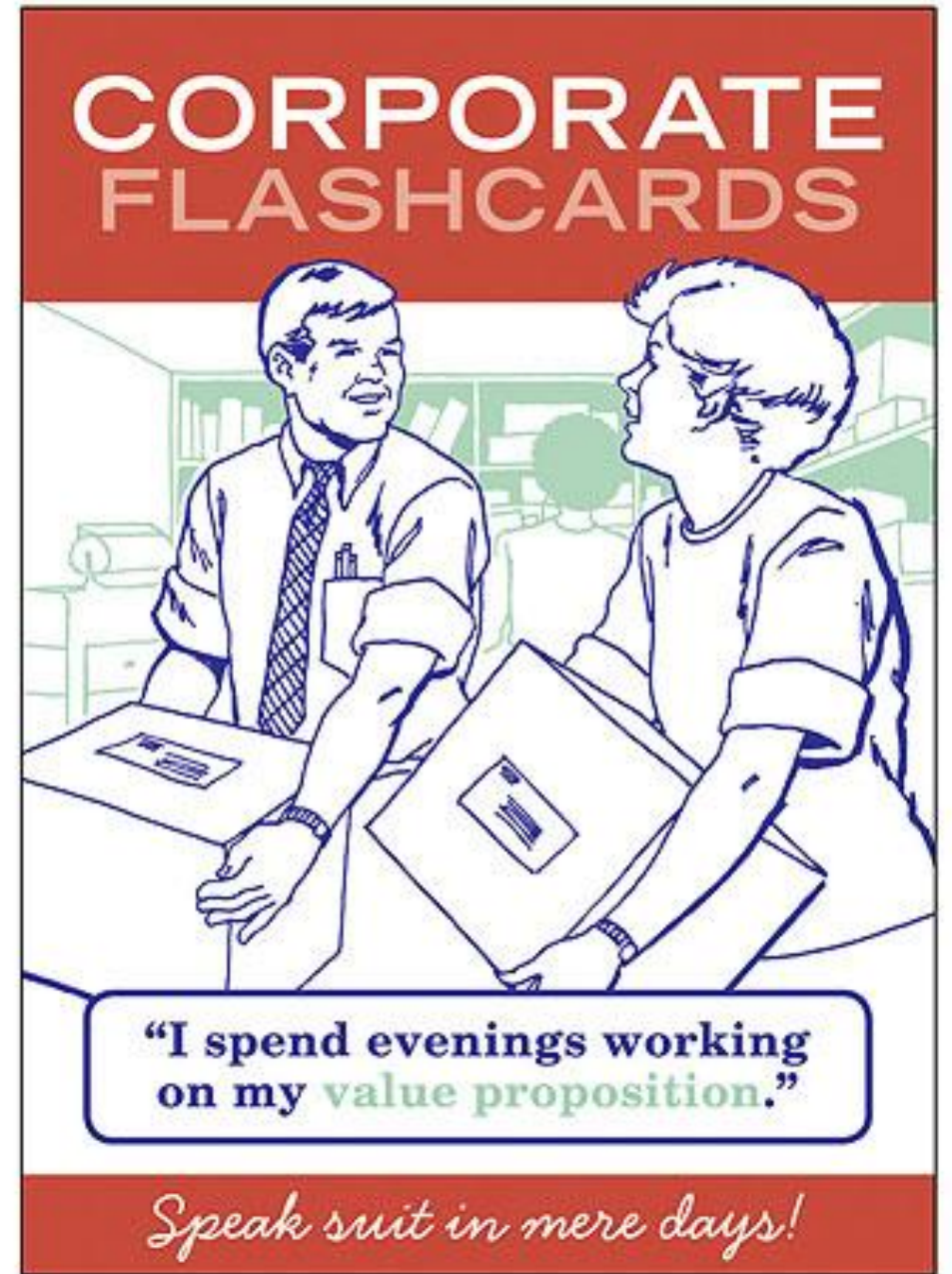


Speaking Their Language

- Only include the most important information that is critical to telling your story
- Use simple, clear language
- Avoid unnecessary words and phrases

Avoiding the 'Ish

- Avoid business- and industry-specific jargon in your writing
- Steer clear of marketing slogans and advertising language
- Remember to write for yourself... in the 7th grade



Putting Fingers To Keyboard

Attention-grabbing headline

Lede - Most important info (5 w's)

Compelling quote or statistic

**Less important info,
supplementary info**

**Least important
& background
info**