

Press Release Do's and Don'ts

DO:

- Make sure it's newsworthy and right for the outlet.
- Get to the point and focus on the one or two most important aspects of the story.
- Tell journalists why they—and their readers—should care.
- Know your stuff—be prepared to answer detailed questions.
- Think like a journalist.
- Get it right!

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DON'T:

- Overhype the story.
- Use technical or industry jargon unless absolutely necessary.
- Assume the journalist is an expert in the subject.
- Make the pitch longer than it needs to be (4 paragraphs—3/4 page—maximum).
- Be boring.