

# Headline news...

## **CRAFTING PRESS RELEASES WITH HIGH IMPACT**

*Top five tips to add to your toolbox!*

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Director, External Communications & Community Relations



@cphillipsbrown







Are press releases still relevant?

**EVIDENTLY...YES.**

About 1,800 press releases are distributed by PR Newswire BusinessWire, MarketWire and PR Web each business day

**AND REPORTERS RELY ON THEM...  
THEY ARE THEIR CLIFFNOTES**



# RULE THE NEWS

by telling a compelling, but simple story



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Make your release

**BLOSSOM**

By creating an emotional

**CONNECTION**



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# HELP THEM SEE

what you  
are saying



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A close-up photograph of several overlapping feathers. The feathers are primarily a deep blue color, with some showing a greenish-blue hue. The texture of the feathers is clearly visible, showing the fine barbs and the central rachis. The lighting is soft, creating a sense of depth and highlighting the natural patterns of the feathers.

Help your story

**GROW WINGS**

and spread through brand journalism

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Write

# COMPELLING HEADLINES

Great Headline Tester:

<https://headlines.sharethrough.com>

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# PRESS RELEASE TIPS

- Tell a compelling story
- Frame your story
- Use the old-fashion inverted pyramid
- Create “quotable” quotes
- Write in AP style
- Spell check
- Read aloud –  
you will always find an error!

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# Q&A



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