



Writing Effective Press Releases

A press release is a standard way of issuing a notice or a statement about some event or issue. Most media campaigns will use a press release as one of the main tools for getting information to the media.

Writing the press release

Press release is written in simple, short detailed sentences to quickly and clearly convey a message or information. The release should contain the 4 W's (what, where, when, why) of information that describe an event or statement.

Writing style

The release should be one page and include all pertinent information, including the contact of the event.

- The format of release doesn't have to be fancy, but should include the name and phone number of the contact of the person issuing the news release.
- Keep sentences and paragraphs short.
- Use everyday words instead of technical jargon.

Getting it printed or used

Mail releases to all local media twice. Once 2-4 weeks in advance, and once inside of 2 weeks.

Do a follow-up phone call within a week after issuing it to see if it was received, if additional information is needed, or if the media have questions.

After an event

Write a short article on the event and send to local newspapers. Include photos with captions identifying the people or the activity in the photo. Check with the newspaper as to the format they'd like the photo in- print, sent via email, or on a disk. If your participants are from different towns, send copies to each local newspaper.

You may want to send articles and photos to some of the statewide farm publications as well.