

How to Write a Press Release

There is a special format to use when sending information to newspaper editors. It's known as the Inverted Pyramid. Prepare yourself for writing in this format by making a list of the all the information you wish to include in your press release. Now prioritize the information. Editors cut from the bottom up, so your most important information should be listed first (answering the 5 W's --who, what, when, why & when), with the least important information falling last. Here's a helpful outline:

1. **Contact Information:**

Name & Title: _____

Phone: _____

Pager: _____

Email: _____

2. **Release Date:** *A few choices are...*

Release Upon Receipt

For Immediate Release

Release (date) _____

3. **Headline:**

Use a creative or informative headline to entice the reader into your article.

This is your chance to "hook" them in!

4. **First Paragraph:**

Contains all the most important information. Provide the "who, what, where, when, and why."

5. **Second Paragraph:**

The second paragraph should contain supporting information or more details about the event or topic.

6. **Quote:**

Here's where you can put your descriptive and opinionated information:

Ex: "We're excited to be based in Amherst. Our new practice will offer personalized healthcare, close to their own home."

7. **Additional Paragraphs:**

Should emphasize the benefits of the event/topic, especially the local benefits.

8. **Last Paragraph:**

Develop a "tag" that you can end your news releases with that summarizes your organization or business.

*Ex: Amherst Medical Associates is a member of the Elliot Physician Network.
For more information, call Amherst Medical Associates at (603)-249-3000.*