

Press Release Help Section

When there is news to be announced to the outside media or news world, a press release can be an essential medium to disseminate the information to a larger audience. A press release, news release, or press statement, according to Wikipedia, is a recorded or written communication that is intended for the members of the news media and to pass new information that is of value.

Press releases are often distributed across a wide array of platforms including via fax and emails, newspapers and magazines, TVs and radio stations, distribution services, and more. These platforms serve as the conduit that syndicates the press release to a wide audience. Far more than sharing information about the company, events, and other newsworthy content, press releases are also considered to be a great way to secure backlinks which is beneficial to the business, organization, or company, especially as it contributes to their ranking on search engines.

Why Press Releases?

There are several reasons why companies, businesses, organizations, and brands create press releases. Some of these reasons include;

- To announce the launch of an event whether a party, an inauguration, award, or prize event.
- To get a business name out or for corporate announcement purposes including new product unveiling, promotion announcement, new company member, and more.
- Social and Government news items for clubs, social and public organizations, and others.
- Announcement of scientific research and breakthroughs in technology and research fields
- Advances in computers, medicines, and other industries.

When a press release is created with the right newsworthy content, the chances of the press release interesting journalists increases. When journalists pick up such press releases, they may recirculate, link back, or cite such a release and this can also bring free advertisement for the company or organization.

Points to Remember When Crafting Press Releases

- Press releases should be written with the journalists and media in mind. It should not be structured to appear like stories or articles.
- Press releases should contain detailed contact information including name, address, and phone number of the company releasing it.
- Press releases should have robust content. If the content must be thin, it shouldn't be less than 300 words.
- Avoid the use of promotional, salesly, or marketing lingo
- The title of the press release says a lot about whether readers will consider it worth reading. Always choose attractive titles that will capture the reader's attention.
- Avoid the use of excessive links. It is recommended that companies, organizations, and brands use two links and adhere strictly to Google guidelines.

- Avoid writing press releases in all upper cases.
- Be sure that the content of the press release is indeed newsworthy.

Quality Guidelines for Writing Press Releases

1. Is the information contained in the press release accurate and trusted?
2. Has the press release been written by an expert or industry enthusiast that has an in-depth understanding of the topic at hand and is able to disseminate the right information?
3. Are there duplicate copies of the press release that have been syndicated and distributed across a wide media in the past or are there keywords or similarities in keywords that have been used in previous press releases?
4. Are there stylistic, spelling, or grammar errors in the press release?
5. Are the topics to be discussed in the PR those that have been chosen based on the genuine interest of the readers or they have been selected with a mindset to predict what search engines want?
6. Is there original reporting, statistics, and/or content and information in the press release or has the content been cooked up?
7. Does the press release appear to be one that will be of substantial value to readers compared to other pages they come across?
8. How attentive were you to the quality control process?
9. Is the press release detailed enough to contain both sides of the story?
10. Is your website or business considered to be an authority in regard to the topic being discussed in the press release?
11. Has the content for the press release been mass-produced or outsourced to creators who lack the experience and expertise to coherently pass the message you have across? Or has the press release been distributed across one too many platforms thus cutting down on the chances of engagement?
12. Did you pay attention to the editing aspect of the press release or have you passed on a sloppy and hastily produced copy to be published?
13. When mentioned by name, would you recognize the syndication provider as an authority in the industry?
14. Is the press release comprehensive and complete in terms of describing the topic in detail?
15. Have you presented insightful analysis or other interesting information in the press release?
16. Does the press release look like the kind of page you would bookmark, find useful, and share with friends and loved ones?
17. Have you inserted an excessive number of ads in the press release?
18. Is the press release short and lacking the content needed by consumers and readers?
19. Has great care and attention been invested in ensuring that the press release reveals the desired information in detail?
20. Would you expect to read such a press release in a magazine, newspaper, encyclopedia, or other knowledge resources?

21. Would readers complain when they see and read your press release?

Parts of Press Releases

1. **Headline or Title** – This is the main title or headline of the press release. You should put a lot of thought into this aspect of the press release as this may be the decider on whether it is read or ignored. Common examples of catchy headlines include;
 - Y announces...
 - X introduces a new product...
 - X and Y partner...
 - Company X launches...
 - Attorney X joins...
 - YYZ Technologies Marks ...
 - YY Debuts...
 - XYX Expands...
 - V Hosts...
 - Company X to participate in...
 - John Doe Named as Vice President...
 - X celebrates Y Years...
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2. **Place** – this is the city of origin of the business that owns the press release. For example, Denver, CO.
3. **Introduction (Summary)** – this paragraph will highlight the main point and reason for the press release. Make sure that this paragraph does not exceed 500 characters.
4. **Body** – the body of the press release houses the main explanation of the title as well as the summary contained in the introductory paragraph. Here, you can insert statistics, background studies, further explanations, and other relevant details. Also, include a quote or two in this paragraph from the spokesperson for the company, brand, organization, or business.
5. **Boilerplate** – this is a short “about us” section where the company gets to talk about its operation, background, and any other information.
6. **Media Contact Information** – This is where the company’s phone number, name, address, mailing address, and other information are to be supplied.
7. **Ending** – the ending part indicates the end of the press release and is often denoted using ### or XXX.

It is important to note that your press release should be written plainly and should be free from marketing or heavy salesy content. Journalists and readers will mostly gloss over and toss it aside should it appear to be aimed at selling them a product and/or service.

Press Release Content Guidelines

For your press release, below are some of the guidelines to keep in mind;

- The press release should not be thin of content. At least 300 words of newsworthy content is recommended for the body of the press release. The press release should also have a description and a title or headline.
- Place and date should be supplied as part of the press release.
- Media contact information should be provided.
- Press releases should have some quotes from credible sources to back up the content of the release.
- Avoid the use of stock ticker symbols – except when valid written authorization has been obtained.
- Supply an active and working website link
- Attribute sources in your press release
- Avoid the use of copyrighted or trademarked content – except when express permission has been granted.
- Avoid spelling and grammar mistakes.

Restricted or Unacceptable Press Releases

- Libelous or hate speech content
- Litigation cases or court disputes
- Porn or adult content
- Online pharmaceuticals, unsafe weight loss, and health supplements
- Make Money Schemes
- False information or fake news
- Link spam
- Gambling and casino content
- Spammy press releases
- Payday loans or cash advance promotional press release
- Hacking, Spam, Viruses, or Malware
- Market research spam
- Marijuana and drugs press releases
- PR with an unauthorized stock ticker symbol
- How-To articles, Ezine Articles, Guides, and opinion pieces
- Online matchmaking or dating websites
- Online gaming cash or gold
- Cryptocurrency and ICO
- Online streaming websites and TV stations

Press Release Format Sample

Press Release Title – (Example: Y Announces...)

Introduction (Summary): This should contain a short description of the press release. This section is required by many distribution platforms.

[CITY], [STATE] – [In this paragraph, you should aim to capture the reader's attention by offering a snippet and summary of all of the information that is to be contained in the press release. This paragraph should not be more than 3 – 5 lines. Please note that this paragraph is considered to be the most important part of the press release and should answer the question of who, what, where, and why.]

[This paragraph explains the summary in the previous paragraph better. this paragraph should also contain statistics, studies, data, and at least two comments by a spokesperson.]

[In this paragraph, you will be offering up information on where the readers can access detailed information regarding the content contained in the press release. Here, you can provide contact information, website links, and other resources that can be traced back by the reader. This paragraph should not be more than 5 to 10 lines.]

[The final paragraph, also known as the 'boilerplate' should contain 4 lines or less. This paragraph should give independent background information on the company issuing the press release. This is an about us section for the company to offer independent information regarding their success, plans, and more.]

[Editor's note: optional]

[Disclaimer, Forward-Looking Statement, Safe Harbor] – This statement projects, predicts, or bases expectations on future events or possibilities under the US Business Law.

Media Contact:

[Company Name]

[Address]

[Telephone]

[Website URL]

(End of the press release)