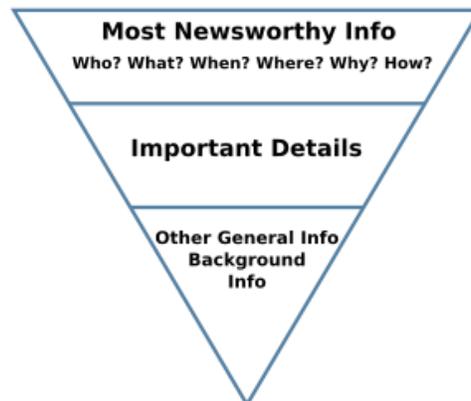




Press Release Writing Tips

A press release is a promotional communication designed to be sent to news media outlets for the purpose of announcing something claimed as having news value. A press release is generally biased toward the objectives of the party submitting it and is most often viewed as raw material by the media when creating news content. Before submitting a press release, ask yourself, “Is this newsworthy?”

Try to keep each press release to one page and follow the standard format to increase your credibility and increase the likelihood of your information being published. Deliver information from the most to least important, in the inverted pyramid format. In this way, you can get your message across quickly and the least important information can be trimmed off the bottom.



Headlines should capture readers’ attention while summarizing the main theme of the press release. Do not use exclamation points as they convey a lack of professionalism.

The first paragraph should provide a description of the event and all of the most critical information- the “5 Ws”- while also provoking the reader’s interest. There should be adequate information (full addresses, dates/time, how to buy tickets, etc.) such that someone could actually show up and participate without seeking out further details. You must report in the third person. Example: “The Greater New York Councils will host two Cub Scout Family Fun Weekends in June.” Do not write “We will host two Cub Scout Family Fun Weekends...”

Subsequent paragraphs (no more than 2-3) can add more “flavor” and contain quotes, explanations, and additional details to bulk up the story. Information provided should be factual; please contact the Greater New York Councils if you are including facts or figures that need confirmation. Do not use Scouting jargon that the lay person will not understand or explain it if you do. Do not expect a journalist, or anyone else, to know what a “Wint-o-Ree” is.

The last paragraph should contain boilerplate/ background information on the organization to provide context, with a link to a website or person to contact for more information.