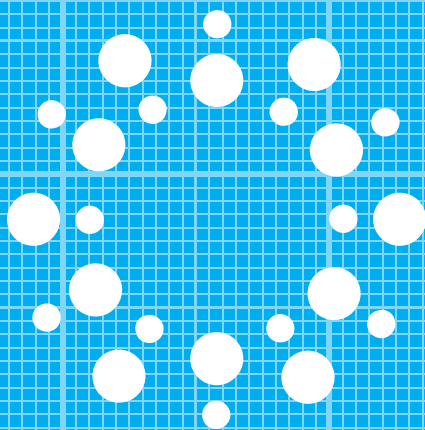
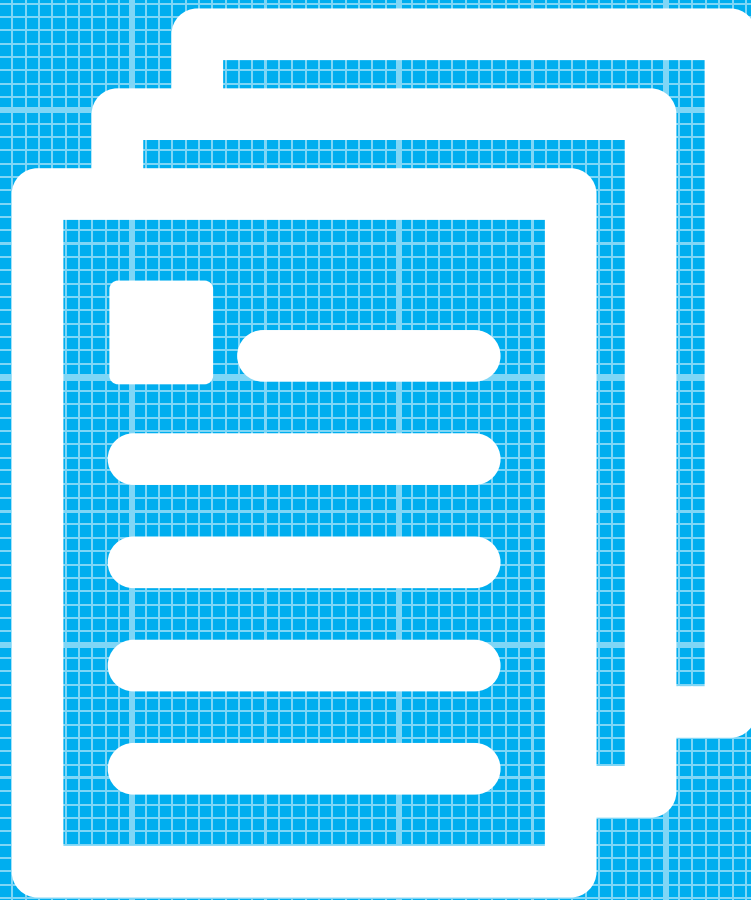


THE PRESS RELEASE BLUEPRINT

4 simple steps for writing a killer press release



Vuelio

Building a Press Release

One of the essential building blocks of PR and media relations, the press release, has endured as a way of communicating with journalists and, more recently, digital audiences online.

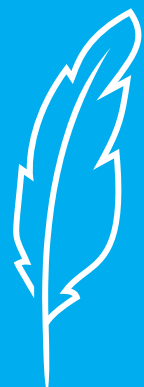
Despite the rise of digital and social media, the basic principles of a press release – which aims to tell journalists what you have to say in the most efficient format possible – still hold true more than 100 years after the first PR communication was composed.

You may now be tweeting your news, or issuing releases online for search engines and digital viewers, but you still need to ensure they are straight-to-the-point and have the essential information upfront.

According to Stephen Waddington, industry influencer, blogger, and partner and chief engagement officer at Ketchum, there are good reasons why the press release has endured in a changing media communications landscape: 'The reason press releases continue to be used despite a multitude of alternative formats is that they are well understood by organisations. It's a common format, created through a process of iteration and approval, for communication with external publics.'

'Everyone knows how they work.'

In this guide, we'll explain the **four steps** you need to take to write a killer press release.



1. Have something relevant to say and say it quickly

Brevity and getting to the point quickly are key to press release success. Journalists are time poor and want to know the essential information immediately. This means putting a catchy, intriguing and informative subject line in any email you send.

It also means trying to answer the essential questions journalists might have about your story in the headline and first paragraph of the release. Journalists are taught to find out the answers to **Who? What? When? Where? Why? and How?** in order to generate the best news stories. Answer those questions at the start of any release and you are well on the way to giving the reader the most important information first.

An active writing style helps too. Write in short, accessible sentences and cut the hyperbole.

2. Know your audience and what they want

When writing a press release think about the audience. This isn't just the direct recipients, or any journalists you are sending the release to (though they are important), but also who they – whether they are a journalist or a blogger – are writing for.

This will help you target the right publications and writers. For example, if you are publicising a new type of spaceship then the chief spaceship reporter at *Spaceships Today* should be interested.

It will also help you focus on the information that needs to be in the release; for instance, does the release need to contain key technical specifications? What information does the publication regularly publish? If you are publicising a new consumer product, then most publications will want to know where it is stocked or on sale, and how their readers can get it.

All journalists and publications have essential elements they want to include in stories – don't make it hard to find them.

3. Use quotes to add colour but put them in their place

If the journalist wants to write your story and has room for more than the essential information, then what are they going to do?

Certainly, a quote or two from a key spokesperson will help but only if the quotes add to, or move, the story on (such as explaining the 'why' of your press release). Of course, a lively or particularly entertaining quote might fit the bill but, again, this depends on the publication you are targeting.

Unless particularly pertinent to the story, quotes should appear at the end of your main press release after the headline, intro and essential information.

“Quotes should appear at the end of your press release”

4. Follow the press release template and prepare for follow up

Press releases should fit a template. There's a convention which says each template features a 'boilerplate' at the end of each press release. This boilerplate explains what the company issuing the release does and how it describes itself. In addition, it's useful to provide a shorthand description of each business mentioned in the body of the release too – eg 'Vuelio is the leading communications software company for PR and public affairs'.

Headline the release, and support this with a strapline (adding more information) before you feature the main text.

Contact details should always be included to show that the journalist is able to follow up if they need more information, or supporting material, including images and contact numbers for key spokespeople.

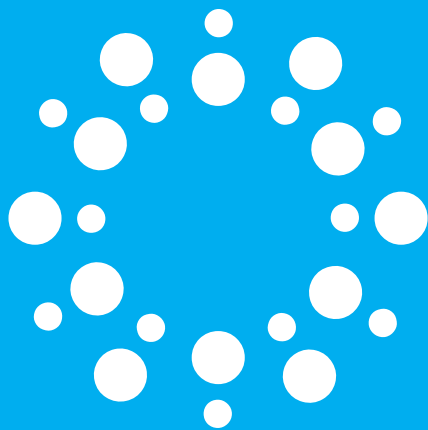
Now you've built your press release, you need to distribute it to the right people, measure how much coverage it gives you and analyse what that means for your KPIs and ROI.

Vuelio gives you all the tools to identify, understand and engage your industry on one platform, in one place.

[GET FREE DEMO](#)

Or call us on

020 3426 4125



Vuelio