Writing a Press Release

Writing a Media Release

- WHO
- WHAT
- WHY
- WHERE
- WHEN
- HOW

"Man bites dog"

- Grab the reader's attention with a good headline
- Get your story into the first paragraph
- Facts and figures
- Proofread and proofread again
- Quotes
- Keep it short
- Contact Details

Bad Example

On Center Software is First in the Industry to Launch Responsive Website Technology

Good Example

Dolly' Scientist bids to help save the 'Scottish Tiger'

Key Concepts

- Risks of being over technical – make sure language is appropriate for the "dad test"

- Not a 10 minute job- very difficult to do if you are very involved in the project

- Purpose is to get interest in your activities- make sure its easy to contact you