



## WRITING PRESS RELEASES: A BRIEF GUIDE

### Press releases should be:

#### Concise

Keep releases brief and to the point, preferably a single page if possible, two pages at most.

#### Well-written

Spelling errors, faulty syntax and poor grammar ensure that your press release will end up in the waste basket. **Your press release should be edited by a professional.**

#### Factual

Use only logical and substantiated claims, avoid statements of belief (we're the best, the cheapest, etc.). Avoid overloading your announcement with marketing hype.

## THE BASIC FORMAT

### Start with a Heading

Begin with the basic capitalized heading, **PRESS RELEASE**, followed a line or two later by **FOR IMMEDIATE RELEASE**. If your announcement is time sensitive, indicate a specific date, such as FOR RELEASE ON JUNE 30, 2002.

### Contact Information

Place your company contact details immediately below the heading. **Include company name, address, telephone and fax numbers, Email and the name of a person to contact.** Give the reader every possibility to contact you. You may also wish to include your company logo.

### Headline

The headline of your press release should be located immediately below your contact information. Be creative and **think of a brief headline that would give someone a reason to want to keep reading.**

### Dateline

At the beginning of your first paragraph, **indicate the date of the release and the location from which it originates.** Follow the dateline with a period or hyphen and then begin writing the body of your press release.

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## The Three Part Body

### Summary

The summary should be the *first* section of your announcement. It must answer the 5 W's – **who, what, when, where,** and **why**. Make sure you include your location during the trade fair.

### Credentials

Go into more detail about why your press release is news. A quote by a company representative will add credibility to your release. Editors like quotes.

### The Close

Offer a brief history of the company if you feel it is necessary. Give the reader a reason to contact you for further information.

## End of the Press Release

The standard symbol indicating the end of a press release is:

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Need help composing or proofreading an English language press release?

Please feel free to contact me.

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