

PRESS RELEASES

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Tips to get your story in print

1. Develop an angle. Explain why your story is important or interesting.
2. Tell the reader who, what, when, where, and how in the first paragraph
3. Use the second paragraph to back up your claim; offer a quote from a trustworthy source.
4. Make a boilerplate statement about your association in the third paragraph that quickly establishes your relationship or authority on the subject.
5. Keep it to one page.
6. Offer contact information at the top and bottom.
7. Be certain your contact is available to answer questions and confirm the information in the release.