



Chicago Conservation Corps (C3) How to Write a Press Release

1	What is my story? Decide why you are writing a press release and determine your focus. Remember to cover the basics. Your press release must always tell who, what, where, when, and why.
2	Start writing. Start off with your thesis. Your thesis is the purpose for why you are writing the press release. Make sure that you express this thought in a manner that is of interest to your prospective reader. Readers are very picky; if they do not see relevance in your press release immediately, they will discard it. <u>Keep it short and to the point.</u> Usually, press releases are no more than one page.
3	Write some more. Print the words "FOR IMMEDIATE RELEASE" in the top left-hand margin in all caps. Follow this line with relevant contact information: name, address, phone number/s, and e-mail address.
4	Title it. Create a headline and center it in bold type just above the first line of the body of the press release. Headlines typically highlight the most important, significant or shocking fact in the release. You want to grab the reader's attention so they'll read on.
5	Date it. Create a dateline (the first line of the body of your press release) that includes the city where the release is generated and the date (i.e. CHICAGO, IL. - June 1, 2007).
6	First paragraph. Make certain the first paragraph includes all the vital information: the where, when, why, what and who. Stick to the facts. Make it interesting, but avoid embellishments.
7	Following paragraphs. Be concise and grammatically correct. Include some tantalizing peripheral details or facts to spark curiosity in following paragraphs. A good press release not only informs but also teases.
8	Last paragraph. Wrap up the last paragraph with a "for additional information" line, a place to find more details. An email address, phone number or website address are great sources of information.
9	Last marks. Center these marks, "# # #", at the bottom of the page to indicate the end of your release.
10	Edit. Check you release for punctuation and grammatical errors. Make sure it has a good flow. Some local papers may print your story in its entirety.
11	Review. Have an objective person read your press release and tell you whether he or she would be interested enough to read a newspaper story about it. If not, consider going back to the drawing board. Send your press release to your C3 liaison for a final review.
12	Send it off. Email or print and send your press release to the reporter that covers the area you are targeting instead of a managing or senior editor. Often, this will turn into a story much faster.

A sample press release is included on the following page.



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FOR IMMEDIATE RELEASE

Contact: John Smith
Address: 123 Lane, Chicago, IL 60600
Tel: 312-555-5555
Cell Phone: 312-555-2222
Email: johnsmith@gmail.com

HEADLINE ANNOUNCING YOUR EVENT OR INITIATIVE

CHICAGO, IL – June 1, 2007

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For additional information, to participate, volunteer or attend, please call John
Smith at 312-555-5555 or email John at johnsmith@gmail.com.

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