

Patricia Plodzeen Public Relations

What is a press release?

A press release — also called a media release since we're in the digital age — is a print or online document that represents a single source of official, management-approved truth on a new product, service or event.

Tip: A current topic, engaging headline, well-written text and targeting the right media outlets, will help assure successful results.

Tip: Be sure to combine your press release with company-developed photos, videos and even publication-ready graphics, and links to other relevant content.

Elements of a press release:

- **Headline/Title:** Announces the subject of the press release in 75 characters to meet online standards.
Tip: Use words like **First, Market, Million** and action verbs such as **Show, Reveal, Allow** and **Launch** that grab attention.
- **Dateline:** The first words of the body copy that set the **city, state** and **date** of the release.
The AP Stylebook— sets common grammar and structural rules you can use. Consider buying or subscribing.
- **Lead:** The opening sentence addresses the “**who, what, why and when**” details of your story. The “**how**” appears in the details that follow.
Tip: Good leads keep readers reading.
- **Body copy:** The meat of the story, where readers will find out about your product, why it's great and the people or ideas behind it.
- **Quote:** A profound, bold statement, explanation or prediction in a conversational tone from a leader that capsulizes your story while adding credibility to your message.
Tip: Add specifics — “50% increase,” “by 2024.”
- **Links:** Keep most of the links pointed at your website.
- **Boilerplate at the bottom:** Company bio (or bios if more than one company is involved) in 50 words or less.
- **Contact information:** End with your contact person's name, email address and telephone number.

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General tips on press release production:

- **Double-check the press release** for accuracy, catching misspellings, grammar mistakes, incorrect dateline dates and day and date discrepancies.
- **Latch on to the topics of the future.** Current hot topics are diversity, equity, inclusion (DEI); corporate social responsibility (CSR); and environmental, social and governance (ESG).
- **Media lists are crucial.** Learn the media outlets you want to be in. Find reporters, editors and photo/video editors tied to your industry —Staff list found on media outlets websites, as in this example <https://www.fresnobee.com/customer-service/contact-us/>
- TV news outlets cover events in response to a **Media Advisory**— a pared-down version of your press release.
- Take advantage of **paid-for editorial opportunities** in business journals, local TV and radio programming; business, cultural and **industry award nominations** for your business, drivers and staff.
- Remember to **post your releases on your own social media channels.**

Framing newsworthy topics/ events

Recovery: Rolling out local fun differently

-Showcase what's selling out /tell your history and what you are doing differently

Local officials mingle among local travelers

-Open-house event to celebrate our essential-workers showcasing our drivers, staff, equipment, clients

Media outlets

Trades/local/ Travel

Local news/Business