

7 Chapter Considerations for Your Press Releases:

1. Don't make the Press Release too long, filled with too many details, and include wording that might scare the folks you are trying to reach.
2. There is an expression in media... "sell the Sizzle Not the Steak"... Give the highlights product, price, and place, sell the event not the details.
3. For a directors search take a look at the Harmonizer notices. Note how those search announcements are worded. Short and sweet, right to the point, not tangled in the weeds with details.
4. The purpose of a Press Release is to make it easy for an editor to use it. In other words, write the article or message for them. Editors of radio, tv, newspaper, and magazines look for the following items when making their decision: a) how many people does this affect within my readership/viewership? b) do my viewers/readers care about this? c) what impact does this have on our community? (the more community impact the better chance for publication) d) I have limited space, and I don't have time to edit this.
5. Press Releases' need to spoon feed the editor or decision maker because they won't take time to read the whole thing.
6. In my career I have thrown out so many press releases because I didn't have time to read a long document, let alone take the time to edit content. Press Releases are to spoon feed the editor the sizzle... who, what, where, when why and occasionally how. However, HOW involves details and I really didn't care.
7. If interested, editors will often go to the website to decide how much impact the event has on readers/viewers... if the website is out of date, hasn't been updated recently, or looks stale they will generally pass on publishing your Press Release.