

Press Release Tips

- Grab your readers with a good headline. But, know that the publication or outlet may change it to fit their needs or because they don't like yours. Don't take it personally- it happens everyday.
- Get right to the point in the first paragraph: who, what, when, where and why.
- Write in the third person (using "he," "his," "she," "hers," "it," "its," "they" and "their"), never first and second person unless it's in a quote ("I, my, mine, we, "you" and "your").
- Avoid ALL CAPITAL LETTERS Or Capitalizing What You Are Unsure Of. Capitalize only proper nouns, (Sedona, Arizona, Oak Creek Canyon, Mayor John Doe) not common nouns (red rock country, the club, the mayor)
- Write in short sentences whenever possible.
- Keep releases short and concise. The goal is to draw the readers' attention, but not bore them, and direct them to your news item, event or business. One page unless your news is so amazing that it needs to go to two. Really- is it that amazing?
- Write for readers who have no concept of your class, program or event before seeing your release. Clearly explain or simply leave out what is too hard to explain. (VVL is a term you will get to know. But, will the public? Verde Valley Leadership (VVL) works great in a release).
- Photos: Always include at least one photo, even if it's just a headshot or logo. Editors tend to remember releases with associated photos. Even if the photo does not run, the release is memorable to the editorial staff and more likely to run. Readers read news stories with related photos more often than those without. (Verde News loves images with the releases. But, they love good images even more).
- Send large photos, as large as possible. Rule of thumb: If the photo you see on your computer screen is smaller than your hand, it's too small to publish. If you take an image with your cell phone and it looks great on your phone screen, look at it on the computer to make sure you can still see it.
- Photos should be .jpg format and 1,200 to 1,200 square pixels in size or larger at around 300 dpi. Anything smaller runs too small on most presses.
- When in doubt, ask the Marketing Committee Chair for input!