Press Tips

Give the education trade publications notice that you will be attending the National Conference on Education. Provide just enough information to encourage them to publish the information and stop by your booth to examine your products for themselves.

Editors receive thousands of press releases. Probably 80–90% of them are immediately deleted or tossed in the trash. You have only a few seconds to gain an editor's approval for news value in your press release, so make that time count.

10 Tips for Writing a Press Release

1. **Make it really newsworthy.** The press release should contain news that is timely and interesting. If it isn't news, don't bother.

2. **Target the right publications.** Send your press release only to appropriate media.

3. **Put a date on it.** This helps the editor gauge the news value of your story.

4. **Include a press contact.** Give the name, phone number and email address of the press contact for your company. It helps the editor follow up for more information.

5. **Use the inverted pyramid writing style.** Start with the most important information at the top. Include the five "Ws": who, what, when, where and why. Present information in descending order of importance.

6. **Keep it short.** A good press release should be no more than two pages.

7. **Stick to the facts.** Avoid cute "salesy" leads. Editors will not publish a release if it sounds like an ad.

8. **Explain technical concepts.** If you are presenting a technical subject, explain it in laymen's terms. Avoid technical jargon. Spell out acronyms and abbreviations the first time you use them.

9. **Include information about your company.** Add a closing paragraph (a boilerplate) that briefly describes your company, how long it has been in business, where it is headquartered and what its products are.

10. **Use follow-up calls sparingly.** If your announcement is important, call or email a few key journalists to alert them to the news. Don't call and ask, "Did you get my press release?"