

Tips for writing a great press release

Media relations are key to spreading the word about your educational programs.

Reporters have many news releases to sift through every day. Here are some tips for making yours stand out:

- Lead with the most important information

- Keep it brief, simple, and to the point

- Answer the traditional who, what, where, when, and why questions

- Use the active voice and strong verbs

- Check your grammar, spelling, and facts

- Recheck your grammar, spelling, and facts

- Provide contact information