

Leadership Waupaca County

Tips for writing a great press release

Media relations are key to spreading the word about any community, non-profit, governmental, or business initiative, but...

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 in the press release and/or on letterhead