



# the press release

To write an effective press release, you must capture the attention of your audience - specifically reporters and editors. With so many press releases being sent to the Media daily, you want to "hook them" in the first paragraph with the most important information.

No matter the style of your press release, there should be one constant - the 5 Ws and H. This concept is behind every reporter's story, so you know they will be looking for this information.

- **WHO?** Who is involved? Who does it affect? This is the most important of all the Ws because people (that includes reporters, too) are always more interested in people rather than things.
- **WHAT?** What happened? What is going to happen? This is the reason reporters go out on a story.
- **WHERE?** The closer to home something is, the more it grabs our attention. If you can, be specific - if something is happening in your school's media center, make sure you say that rather than just providing the school address. This helps reporters get a better idea of the story.
- **WHEN?** There is nothing more frustrating for a reporter than to receive a release on a unique event and not have the date and time listed. Timeliness is important - the closer to "now" an event is, the more it grabs us.
- **WHY?** Along with **HOW**, this is the heart of the story. Why is it happening and what does it all mean?
- **HOW?** Along with **WHY**, this is the heart of the story. How is it being done? How did you arrive at the point you are at now?