

How to Write a Press Release

Below we are providing a guide to the basics of writing a press release, we promise it's not complicated to learn.

However, if you're not confident in your use of the English language we recommend buying *Eats, Shoots & Leaves* by Lynne Truss – it's an entertaining guide to better grammar – and of course make sure your spell check and grammar check are switched on in Word!

The Basics

1. Who, What, Where, When, Why & How - if you haven't got these six things then you haven't got a story.
2. Make One Main Point Per Story - don't confuse your messages by trying to cram everything into one place; your strategy should be one topic per story to keep people's interest.
3. Boring Data Must Come Later – whatever you are writing about, you have to seize the reader's interest in the first paragraph. Complex numbers and boring data won't do that, salient and headline-grabbing statistics will.

Understanding the difference is vital, if you've donated a £1,000 to charity or will have more beers on at the beer festival than anyone else in the area has ever done then that's of interest, but it has to be engaging!

4. One Thought Per Sentence - keep it short and sweet and you'll have the reader's attention.
5. Strong Logical Development - don't waffle, be succinct and make sure there is a natural progression to your story.
6. Headlines - headlines need to be punchy and exciting, long-winded headlines bore and turn readers off.
7. Room to Breathe - space your text out, well spaced paragraphs allow note making on the releases and make for easy reading.
8. Keep Your Fonts Clean - flowery, complex fonts are difficult and unpleasant to read; comic sans is not an option!
9. Keep It Short & Sweet - think about how much information really needs to be in each paragraph, can you break it up into two or more chunks?
10. Notes to Editors – the person you normally deal with could leave, or be off sick the day you send your release in, so never imagine for a minute that basic information isn't a valuable commodity. On the bottom of every press release there should be a brief statement about your pub's offering, its website address, physical address, telephone number and your contact details.