
Instruction on how to write a Press Release

Press releases are an important part of your company's promotion and preparation for international events like exhibitions. These press releases are used to announce your company's news to journalists, hoping that they will publish your story in the editorial columns of their magazine. Press releases are sent to news reporters and journalists by mail, email or fax approximately 8 weeks ahead of the publication date of the trade magazine. This is a free publicity, which means that if the reporters believe that your press release is interesting for their readers, they then will decide to put the story in their magazine. It is free of charge and it has a strong impact on the readers if the editor publishes it. Mind that only articles with a good story and picture or photograph will be selected and published. Reporters would like to receive the press release in digital format, as it is easier for them to re-write, adapt the text and pass it on to the editor and printer.

AIDA

Defined narrowly, promotion means ways of creating awareness or inducing people to buy. The AIDAS formula helps you to remember the 5 key factors that a good promotional mix and thus a press release must realize:

- A:** Get **Attention**: to get attention of your customer, hit them with a benefit headline. The headline is the most important element of your press release. A powerful headline will force or invite the reader to read on. Put your most important benefit and convert this into your headline together with an action word to describe your benefit.
- I:** Capture **Interest**: try to show your customer how your product/ service provides the benefits. Show them what you have to offer.
- D:** Build **Desire** for your product or service: describe as many benefits as possible in simple and interesting terms.
- A:** Generate some type of **Action**: Give reasons to order/buy/contact or something else, give them guarantees etc.
- S:** Customer **Satisfaction**: tell them what they lose if they do nothing and how happy they will be with your product.

The content of the press release:

- Use short, upbeat sentences written in everyday language. Short paragraphs are best.
- Write factually and objectively. Avoid adjectives.
- Insert quotes from your company's CEO and other experts.
- Check for the proper spelling of individual and company names. Understand that you will not have the opportunity to double-check facts if a reporter decides to use your story. They will be in a rush and will assume that what you have submitted is correct.

- Do not use initials without indicating what they stand for in the first reference.
- Avoid difficult jargons and use the word “new” several times.
- Tell the reader where they can go, what they can do, or who they can call for more information.
- Edit your material tightly; look for ways to shorten phrases and sentences.
- Try to limit your news text, in this case we request you to make two editorials one of 100 and another of 250 words. The idea is to send it together with a good picture of your product(s) to the editors of selected magazines. Also see the separate instruction, regarding the digital photographs.

Standards

- Print the press release on your company's letterhead (or with a top heading that includes your business name, address, phone and fax numbers, etc.)
- Type NEWS RELEASE at the top of the page so the journalist knows immediately what it is.
- Include a contact name (most likely yours) and email address or phone number. The contact should be available to answer questions or provide further information if contacted by the reporter.
- Provide a short headline that describes the content at a glance. Try to include your company name in the headline to build instant name recognition. For example, "Brighton Electronics Introduces new valve control system" is a headline that immediately tells a journalist what the release is about.
- Type a "dateline" at the beginning of the lead paragraph. A dateline includes the location from which the news is being generated (city in all caps) and the date. For example, the first text line in your release might look like this:
“ROTTERDAM, (June 30, 2004) – KommaNet introduced the new software

Please mind: *Because journalists receive dozens to hundreds of press releases daily, your release will compete with many others for attention. It's worth spending time to make yours the best it can be.*

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