

Press Release Guidelines

Your news is important, but media editors receive dozens of press releases each day. If your information doesn't catch their eye immediately, chances are it will end up in the recycling bin.



What is a press release?

A press release is a concise summary of a news or feature item worthy of wider attention. It does not tell the entire story, but highlights aspects that will be of interest to the publication being queried. A press release includes information on the five Ws (who, what, when, where, why and how) as well as complete contact information (telephone, e-mail, web pages) for major spokespersons.

Here are a few simple tips for writing a good press release:

Press release pluses

Backgrounders are one or more pages of additional information about your subject. A backgrounder could include historical context, important dates, facts and figures or other information.

News clippings highlighting previous coverage help provide context.

Photos or photo opportunities provide visual appeal. If there's a great photo, there's a greater chance your story will make it into print.

Photos should:

- be action oriented
- be crisp and clear
- be close up, rather than far away
- feature people rather than buildings or scenery

Most publications can make their own copy of a print or you can e-mail photos at a high resolution, at least 200 dpi (dots per inch), as a JPEG file.

Potential press release pitfalls

Deadlines. Newsrooms need lead time to plan for and assign stories. Contact the publication for copy deadlines. ChristianWeek publishes a publishing schedule in our online media kit. Press releases received a month prior to cover date are considered more thoroughly.

Length

A press release should not exceed two pages. It needs to be concise and to the point, but still convey your message.

Lack of contact information

A press release must include the necessary contact information. Make it easy for the publication to get in touch. Provide a business card if possible.

Bad writing

Use proper grammar and spelling in your release. Editors are quick to overlook badly written material.

For more information about writing for Fellowship for Print Witness publications, contact:

Assistant Editor:

Josiah Neufeld

Toll Free: 800.263.6695

Direct: **204.982.2071**

E-mail:

josiah@christianweek.org

Managing Editor:

Jerrad Peters

Toll Free: 800.263.6695

Direct: **204.982.2063**

Email:

editor@christianweek.org

Editorial Director:

Doug Koop

Toll Free: 1.800.263.6695

Direct: **204.982.2062**

E-mail:

dkoop@christianweek.org