



# NEWSWIRE

# Press Release Basics 2022

---

While every press release is unique, there are a few guidelines that you can follow that can help keep you on the right track.



# Formatting Guidelines

---

Commit the time to develop the quality of your release. This means reviewing grammar and spelling errors.

Remember—**writing is about communication!** Your message needs to be clear and easy to read.

## Need More Help?

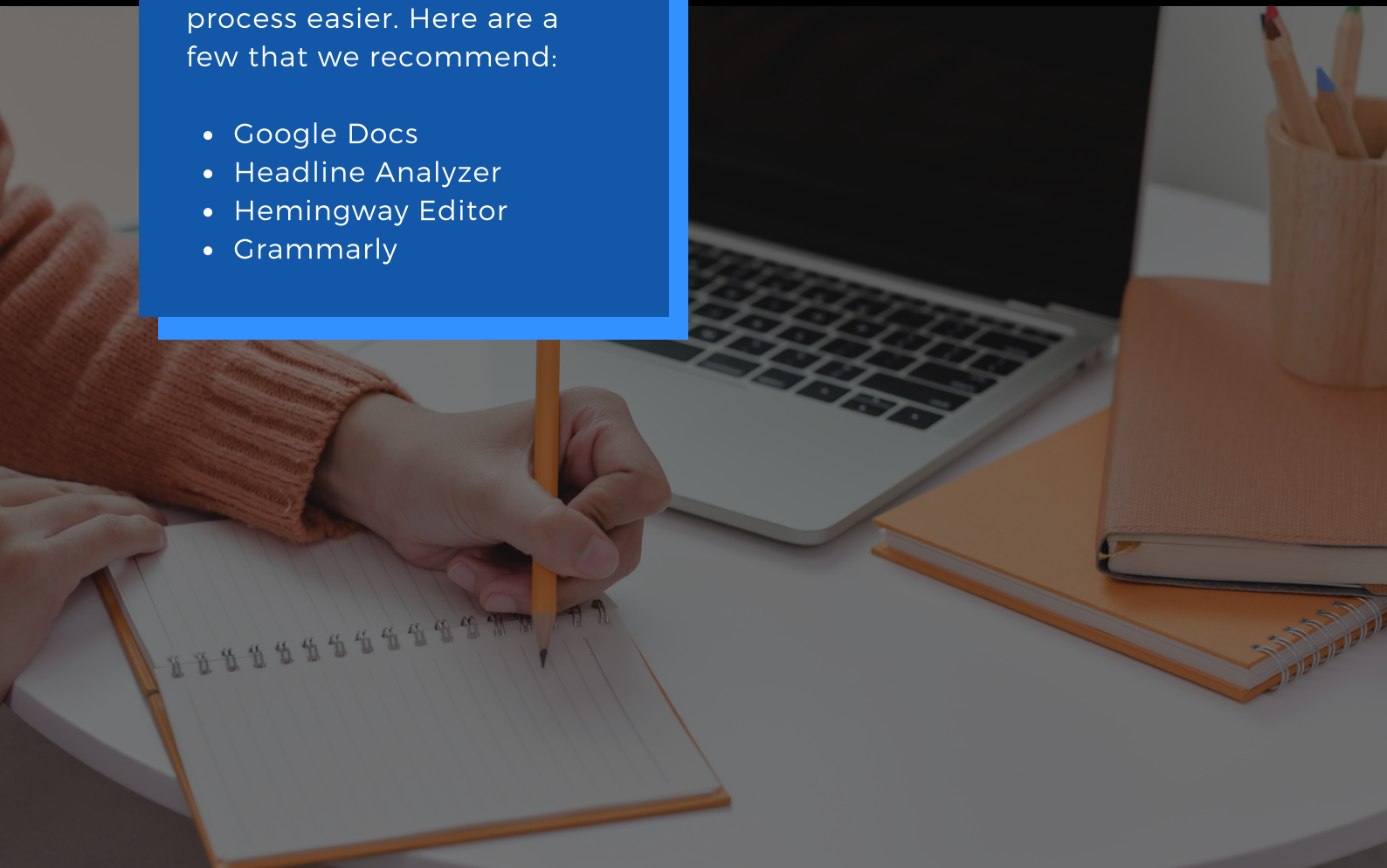
Luckily, you don't need to be a professional writer to put out a good press release. There are many FREE tools and apps that make the process easier. Here are a few that we recommend:

- Google Docs
- Headline Analyzer
- Hemingway Editor
- Grammarly

Most press releases follow a similar format. The purpose is to keep them consistent and effective for the reader. Here are a few basic guidelines to keep in mind when planning out your release:

- One page in length.
- 400 to 500 words total.
- Single-spaced.
- Easy to read.

Write in an editorial tone without going overboard on the hype—let's take a closer look:





## Style & Tone

Your press release needs to be written in AP style so that addresses, numbers and datelines are consistent. Check out this free [AP style guide](#).

When telling a story, the way in which you tell it matters. It's important to convey your message in a way that excites your readers.

“

*Perhaps try something that doesn't sound so archaic without going overboard on the levity.*

**Evelyn T. - Senior Director of Client Success, Newswire.com**

”

Experts will use the appropriate tone to engage and connect with their audience—let's look at a couple of examples.

### **Conversational** - A

conversational tone is casual, and gives your writing more personality. Your story should still be newsworthy and factual.

**Journalistic** - This tone can give your press release an authoritative feel. It's formal, and straight to the point. Writing in this style eliminates the need for flowery prose.

# Frame Your Story



People engage with companies they have a connection with. Providing relevant information along with your release helps give your story more context.

Don't forget, it's **YOUR** story to tell and it's up to you how you frame it.

Include key dates, notable people involved, and relevant statistics. Having useful industry or company information all in one place also saves journalists from extra outside research!

The easier your release is to read and research—the more likely it is to get picked up by media.

## Got more questions?

Be sure to check out [www.newswire.com/resources](http://www.newswire.com/resources) for more in-depth discussion on press release material.



# Press Release Checklist

---

Here are just a few of the key points we covered in the guide. Asking yourself these questions can help you make the most out of your press release.

## Formatting Guidelines

---

- ☐ Is your press release one page (400-500 words)?
- ☐ Is your press release easy to read?

## Style & Tone

---

- ☐ Does your press release adhere to AP style?
- ☐ Did you use the appropriate tone to connect with your target readers?

## Frame Your Story

---

- ☐ Did you provide adequate context to your story?
- ☐ Did you include key dates and/or relevant statistics?