BENEFITS

- Offers Credibility. When your message appears in the editorial section of a publication, it’s considered news and gains credibility because it is being recognized by an expert source.
- Provides Specific Information. Publicity gives your audience a closer look at your product or service. A press release can contain very specific information about features, benefits, price, and availability. It can also provide information about research or your company history.
- Far Reaching. A well planned campaign delivers your message to a mass audience. Publicity helps reinforce your presence and reach attendees prior to and after the event.

PRESS RELEASE WRITING TIPS

One of the easiest ways to gain valuable pre-show, onsite, and post-show publicity is to issue press releases to trade and business publications. A release summarizes the issue, event, or product and answers what is commonly referred to as the 5 “W’s”—who, what, where, when, and why.

- Print on company stationery. Include the name of a person and telephone number who can be contacted for additional information. Also include your booth number.
- Include FOR IMMEDIATE RELEASE above the headline. This lets an editor know the information can be used as soon as it is received. Make sure the headline is interesting and informative. The headline is a prompt to the rest of the release.
- Include a date line. In the first line of the paragraph, include city (in capital letters), state of origin of the release, and the date.
- Write the release with the most important element at the start. The importance should lessen in the paragraphs that follow. Most experts recommend including a quote about the announcement. Be sure to cite the individual’s title & company.
- Make sure all facts are accurate and names are spelled correctly.
- Use approved journalistic shorthand throughout. “More” should be placed at the bottom of the page when additional copy follows on another page. #### should be placed at the end of the release.
- If possible, include a photo and caption with your release. Editors especially like photos with a product in use. Black and white or color, make sure the photo is clear and crisp. The standard photo size is 4”x 6” and a caption should include product and company name. It’s also a good idea to label the back of the photo in case it gets separated from the release.

HOW TO CREATE A PRESS KIT

Be sure to include the following in your press kit folder:

- Press Release: Summary about new products, services, or technologies to the press.
- Fact Sheets: Brief overview providing pertinent background on the company, product, or key issues.
- Biographies: Profiles that detail the position and experience of key people within your company.
- Business Cards: The business card of the company’s PR person or PR agency should be attached to the kit. This helps a reporter identify a source for additional information.
- Optional Materials: Color slides, article reprints, technical specifications, or speech reprints can be used to emphasize message points.