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## HOW TO WRITE A PRESS RELEASE

*That will actually result in effective press coverage*

**[Business Location]** *date that your release is distributed* — Public relations can be a powerful tool within any specialty beverage company's marketing strategy. Developing a solid relationship with writers, media professionals, and influencers can be instrumental in spreading your message to targeted audiences from a source that consumers trust in a cost-effective way. Developing that relationship often begins with a well-written, interesting press release that is accurately targeted to the right people. Anyone with a computer and a little know-how is capable of running a great public relations department. Use the insights and formatting of this article as a guide to crafting releases for your own company.

### **Newsworthiness**

First thing to consider before you start writing: Do I have anything newsworthy to write about? All too often as a journalist I receive press releases that contain no new or interesting information. Here is a basic guide to what is considered newsworthy:

### **Clear, Specific Details**

Once you have determined you have something newsworthy to share, list out the necessary details you need to communicate in your press release. The tried and true *who, what, where, when, why, and how?* are a great starting point. Prominently feature these key details through formatting to ensure your message is clearly understood by the recipient. Journalists do not want to sort through paragraphs of text in order to figure out what you're talking about; make it easy for them to see the most important pieces of information quickly.

### **Subject Lines**

Writing a good subject line for your press release email is one of the most important pieces of an effective public relations strategy. Make sure that your subject line clearly communicates what your press release is about. Truly great subject lines hook the reader into wanting to learn more. Think to yourself, "Why do I care about this?" and lead with the most interesting or compelling piece of the story as concisely as possible.

### **Contact List**

The most important part of having a successful press release? Sending it to the right people. You should dedicate time to curate a list of people and publications who cover topics related to your news. Look through magazines, websites, and social media to see who already writes or creates content about similar topics. Find the email address for those people through their website, social media feeds, publication masthead, or even a Google search. Not sure exactly whom to send a press release to at a publication? An editor, or associate editor, is typically your best bet. This is absolutely the most time-consuming part of sending out a press release, but diligent searching often leads to far better results.

### **Call to Action**

End the body of your press release with an actionable request. This could say that a representative from your company is available for interviews, you have additional photography available upon request, or you can send recipes upon request. Make it easy to start a working relationship with a media professional, and be prepared to act quickly with any requests they may have. Ideal media coverage is all about supplying journalists with the information they need when they need it.

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### **About Your Company**

Always include a short paragraph that contains basic information about your company at the end of a press release. This helps the writer immensely if they start writing an article about your release, and you ensure that they have current, accurate information about your company. I recommend a short description of what your company does, any relevant accolades that the company or employees have earned over the years, number of locations, and a website, address, and phone number that consumers would use to contact the business, especially if they're different from the representative's contact information. Always review your About paragraph each time you send out a press release to make sure all the information is up to date. Now clear out your inbox and get ready for the emails to start rolling in!