



GUIDE TO WRITING A GREAT PRESS RELEASE

Whether it's your first or your four-hundredth, writing a press release isn't always easy. Being able to organize your story in a way that is interesting to readers, accessible to journalists and optimized for a new AI search landscape takes some serious know-how.

Here at PR Newswire, we handle thousands of press releases every day, so we've got some insight into what makes a good one. If you're not sure where to start, or if you just want to brush up on your craft, we created a short press release reference guide and template to help you knock it out of the park.

Do's and Don'ts for a Strong Press Release

DO	DON'T
<ul style="list-style-type: none">• Grab attention with a headline that tells journalists and readers why your story is newsworthy—answer the question “Why should I care?”• Keep your headline brief; Press release views decline sharply for those with headlines longer than 100 characters. Include an action verb in the headline if possible.• Add additional context and key takeaways in one or multiple subheadlines.• Include a dateline city/state/country.• Answer (as quickly and concisely as possible) the who, what, where, when and why of your news.• Follow AP style guidelines that make the release easy to use for journalists.• Include a call to action and make it easy to spot (the sooner, the better!).• Include 1-3 unique and relevant hyperlinks (tied to your CTA, your website, or anywhere else you want to drive your audience) with informative text—don't just say “click here.”• Include relevant, high-quality multimedia (logo, headshots, images, videos, infographics, etc.).• Include stats/numbers/data—most journalists want this content from PR pros.• Provide compelling quotes that add an authentic voice and emotional context to the story.• Break up the text with strategic section headers, bolding and lists. This makes your release more digestible and SEO-friendly.• Keep paragraphs short where possible and vary sentence length and structure.• Provide a boilerplate and contact information for the media. Make it easy for journalists to follow up.• Embrace the power of AI as a partner. Many PR pros are already using AI to help craft press release content to save time or better optimize for search visibility.	<ul style="list-style-type: none">• Write a clickbait headline. It should accurately reflect the release content.• Bury the lede. Tell busy journalists and readers why the news matters at the beginning.• Have text that reads like a commercial, editorial or is written in the first person. A press release is meant to inform, not directly sell. Focus on the newsworthiness.• Include unsubstantiated claims or factual errors—accuracy is critical.• Overstuff the text with keywords—write for your readers, not robots.• Include multiple paragraph-spanning quotations (unless it's really, really interesting or really, really important).• Ramble or include “fluff” content—keep it concise and give readers the information they need.• Have a byline—that's more appropriate on your blog.• Overdo it with industry jargon; keep it as accessible and easy to understand as possible.• Include swear words.• Include a ton of hyperlinks—they can be distracting and too many negatively impacts how search engines handle your release.• Write a slightly altered copy of your previous releases. You'll get better results if you keep things fresh.• Include gory or suggestive imagery.• Newsjack (play off news not related to your organization) or include stock exchange symbols or logos of unrelated organizations.• Be inflammatory or accusatory.• Neglect proofreading—typos and grammatical mistakes can make your brand look unprofessional.• Overlook the release timing. Avoid the crowds by sending at an off-time (11:07 instead of 11:00, for example).• Dismiss AI tools outright. The technology is changing PR and can help communicators streamline their process, improve their content and drive results.

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