



# 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

- 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.

### DON'T

- 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.

[Download Template](#)

**[Headline]** \_\_\_\_\_

**[Subheadline]** \_\_\_\_\_

**[Dateline]** \_\_\_\_\_

**[Body]** \_\_\_\_\_

**[Boilerplate]** \_\_\_\_\_

**[Contact]** \_\_\_\_\_

**[Footer]** \_\_\_\_\_