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How to write a press release

Press release press release information message containing news about the organization and possibly the person issued a press release outlining its position on any issue. Press release distributed by the press services of the relevant organizations or PR agencies for possible publication in the media and public awareness. What do we have new A press release should contain important news or useful for a wide audience information. So he has to answer all the questions of journalism news Who What Where When Why How A press release should optimally fit in the specific edition focus on the target audience of his readers subscribers. Sometimes it is advisable to make two version of the press release for Central and specialized press. It is especially important to consider the scale of the news and its relevance. What is a significant event for specialized or regional press may be too small for the business media. For daily Newspapers, the news loses its relevance after one or two days. When writing a press release it is important to choose a title. The title should briefly and clearly formulate the main content of the press release. The main objective of the press release headline to attract the editor's attention. The style of presentation adopted in news reporting called the inverted pyramid principle, important information is given first followed by details. The first paragraph of the lead eng. lead carries the main idea of the text and should have its own complete sense. The lead needs to interest the reader in the first place to which the editor gets a press release. Usually first paragraph contains the answer to the question Who or What consists of 2-3 sentences. The main text. The purpose of the basic text of the press release to give detailed information and add interesting details. The text needed to emphasize the value of the news to the audience of the publication. Therefore, when writing a press release it is important to be able to stand on the position of the reader and understand what it may be interested in this news. The message should be clear not need to use special or slang language. Lucid style of presentation attracts the reader's attention to the topic of the press release. A short comment or statement of one of the company executives making the text more lively and interesting. Thus it should be informative and not merely promotional in nature. You should avoid superlatives and praise for the company. You can really be the largest manufacturer and world leader but in the preparation of news these definitions will still cut. Information about the company's position in the market, its achievements and key products

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