

Five Steps to Writing a Media Release

1. Create an irresistible headline

All words in your headline should be in Title Case, meaning that all the words in your headline should have capitalization except for prepositions and words that are shorter than four letters. For best results, keep your headline to fewer than 160 characters.

2. Convey the Value of the News to the Press

For folks to want to share your announcement, you have to cut to the chase and tell them why their audience/readers should care. So put it up front in your first paragraph. Reporters do not have a ton of time to sift through unnecessary fluff, so they will not.

There are six elements that should be present here:

- **Who.** Who is the press release about?
- **What.** What is happening that their audience/readers should care about?
- **Why.** Why does it affect their readers/audience?
- **When.** When is the subject of the announcement taking place? Did this already happen, or is it happening in the future?
- **Where.** If there is an event, where is it taking place?
- **How.** How does it affect or help their audience/readers?

STOP! There should not be any new, crucial information covered after this section.

3. Offer a Quote

Once you have the six elements listed above, offer a quote that reporters can use for context and help paint a picture of how your announcement affects their audience/readers. The quote should be from a leader in your organization, on your board and/or those impacted by your announcement. You can have a quote from more than one person, but two should be the most.

4. Background Information on the Subject

Now that the reader has all the vital information about your announcement, offer helpful yet **concise** details to strengthen your narrative. This is also where you let the reader know there is more to come on this announcement if it is a developing project.

5. Details About Your Organization

In the last paragraph, tell them about your organization. Don't assume they know about you. But make sure the information here is relatable to your announcement. Avoid industry speak and acronyms.

Sending your Media Release

The subject line needs to be just a few words but compelling enough to get them to open it.

Bad subject line: *Partnership for Children of Cumberland, Administers of the NC Pre-K Program, Opens Enrollment for NC Pre-K for the 2019/2020 School Year.*

Better subject line: *Free Pre-K for Fayetteville/Cumberland Families*

Release date – If you are ready for your announcement to go out to the public right now, use the words “FOR IMMEDIATE RELEASE” at the top of the press release. If you need to hold the announcement until a specific date, put HOLD RELEASE UNTIL your specified date. **However**, most email programs can send a release on a particular date. Using this tool is highly recommended.

Limit attachments – Copy and paste your announcement into the body of the email. Include **one** high-resolution photo. If there is more information or pictures, provide links to it.

A few other tips:

- **At the top of** your release include:
 - o Month, day and year
 - o Your name or the name of your press contact, email, and phone
 - o Your organization name, city, state
- Always write your announcement in the third person except for when you are using a quote.
- Write for **your** readers: the reporters. Do not try to write the story for them. They want the overview to decide if they're going to write a story of their own.
- No more than 500 words.
- If you can, follow up with a phone call to the reporter.
- ##### at the end of a release is media industry-speak for The End.

Sample Release:

FOR IMMEDIATE RELEASE – July 24, 2019

Press Contact

Sharon Moyer, smoyer@ccpfc.org
910.867.9700

Kindermusik Educator, Kerri Hurley Receives International Award

FAYETTEVILLE, NC – Partnership for Children of Cumberland County, Inc. is proud to announce Mrs. Kerri Hurley is recognized as an outstanding Kindermusik Educator with the 2019 Kindermusik Outreach Recipient award.

The Kindermusik program, administered by Mrs. Hurley, is partially funded by the Partnership for Children of Cumberland County (PFC) through NC's Smart Start initiative. The grant awarded by PFC provides training and coaching in utilizing music in daily lesson plans for classes of at-risk pre-kindergarten children and their teachers.

Ms. Hurley is a graduate of the University of North Carolina at Chapel Hill and a licensed Kindermusik Educator with 34 years of experience in providing early childhood music, including 22 years as a Kindermusik Educator and Early Childhood Clinician. Her experience includes teaching in the Preparatory Performing Arts Program at Methodist University **and currently teaches at [The Snyder Music Academy](#)** at Snyder Memorial Baptist Church where she also leads Children's Choirs and is involved in every aspect of the music program, including a pianist in the Festival of Keyboards Concert Series.

[Kindermusik](#) is the world's leading provider of music-based education for early childhood. "We use the power and joy of music-making to help children learn and grow during the years most critical to brain development," said Hurley. "For 40 years and now in over 60 countries, Kindermusik's evidence-based program has helped millions of children around the world build a strong foundation for a lifetime love of learning through a curriculum designed to stimulate and strengthen the vital neural wiring taking place in young children. Utilizing the latest research with proven methods, our child-centered curricula is focused on all developmental domains: Social, Cognitive, Emotional, Physical, Musical, and Language."

The Partnership for Children of Cumberland County is a nonprofit organization with a successful record of making a difference for Fayetteville and Cumberland County's children. We are the local administrator for **Smart Start**, North Carolina's early childhood initiative, and the **NC Pre-Kindergarten Program**. The central goal of PFC is that **all children arrive at kindergarten, ready for success in school.** **#bethedrivingforce**

To learn more about the Partnership for Children, visit www.ccpfc.org



